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Media scope®

May 1960 75 Cents

serving the media-buying function / published by Standard Rate & Data Service, Inc.



ROBERT E. BRITTON

*"Poor test market selection lies
behind many product failures."*



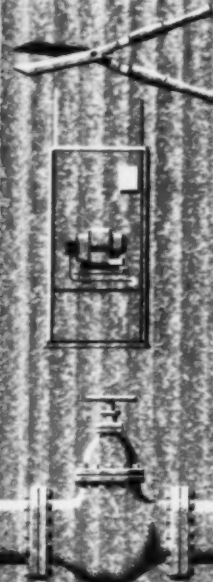
Monday AM...
missile maker ...
SIC 19



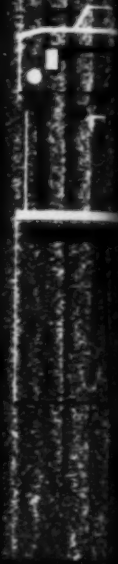
Monday PM...
manufacturer of office furniture ...
SIC 25



Tuesday AM...
steel company ...
SIC 33



Tuesday PM...
hardware producer ...
SIC 34



Wednesday...
machinery manufacturer ...
SIC 35

When your salesmen go to town



... any town ... they call on every worthwhile plant. They cover the \$150-billion breadth of it to make sure they get their share. When they make plant calls ... they don't limit contacts to any single buying influence. They try to cover all bases ... purchasing, production, engineering and administration.

SERVES ALL FOUR FUNCTIONS BEST BECAUSE IT SERVES THEM ALL
A Penton Publication Penton Building Cleveland 13, Ohio

edness
hinery man
35

Wednesday PM...
ice maker ...

Thursday AM...
automobile company ...
SIC 37

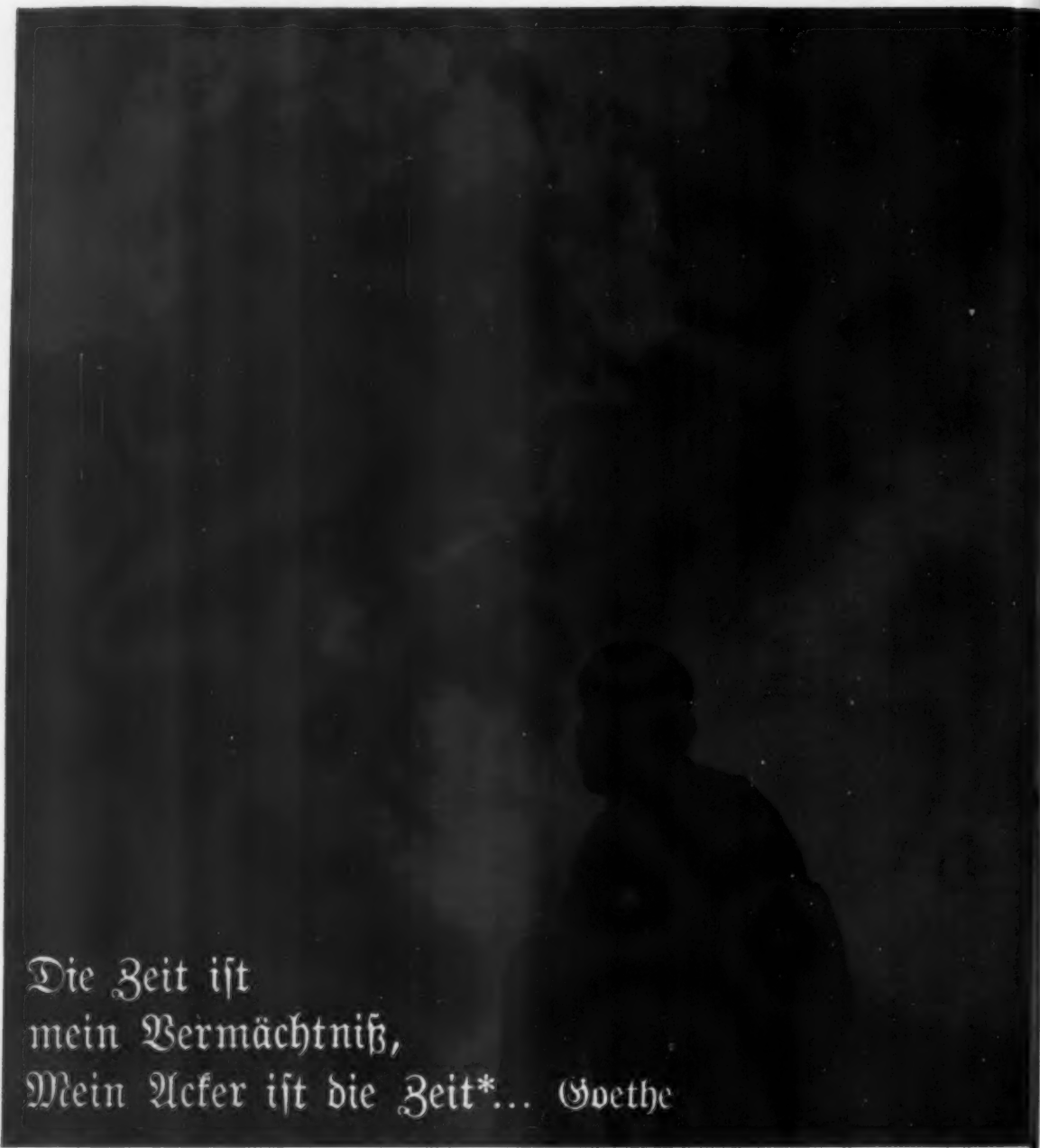
Friday AM...
musical instrument maker ...
SIC 39

Thursday PM...
camera company ...
SIC 38

ant. The
get the
limit of
cover
minis
ve. Support your salesmen with advertising in STEEL. Its
circulation is proportionately matched to every segment of
metalworking...and to all four functions. Where else can you
CONCENTRATE to DOMINATE the full range of the Metal-
working Market...and still cover all four buying influences?

THEM





Die Zeit ist
mein Vermächtnis,
Mein Acker ist die Zeit*... Goethe

Time is the universal property. Man shares it alike with the animate and the inanimate. It is a dimension in which he participates only, and the measure of his effectiveness is history.


As a medium of communication, that portion of *Time* which we share most immediately with our community is of particular import to us. From Baltimore, WBAL-TV shares daily in the *Time* of some 2,570,500 men, women and children who constitute the Maryland Market. From Baltimore, WBAL-TV participates in the same *Time* dimension as nearly 700,000 television households that exist at this *Time* within our coverage area. From Baltimore, WBAL-TV

makes it possible for more members of our community to experience more in, of and from *Time* more immediately, with more people, than any other medium of communication.

"*Time* is my estate . . ." the philosopher says. It is yours, too, and ours. In Baltimore, you can participate in *Time* wisely through the facilities of WBAL Television 11. The history of our sales success is the measure of our effectiveness.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc. 

**Time is my estate, to Time I'm heir . . . Goethe*

Media scope[®]

published by Standard Rate & Data Service, Inc.

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COVER

Robert E. Britton, vice president and executive director for marketing, media, research, and merchandising at MacManus, John & Adams, Inc., Bloomfield Hills, Michigan. Drawing by E. Raymond Kinstler.

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For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.
Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

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Take Twelve Thousand Turkeys...



Warren Johnson of Chester County, Pennsylvania, as featured in Farm Journal

...add beef cattle... and dairy heifers
...and a 350-acre farm. No doubt
about it, Warren Johnson is a very
busy man. In fact, this picture is the
only time he has ever been caught in a
no-motion pose.

Top farm operators, like Warren
Johnson, look to FARM JOURNAL for
the latest farm news and money-making
ideas—nationally and regionally. FARM
JOURNAL gathers this vital information
in *every* part of the country; delivers it
to *any* part of the country. From
wherever it happens, to wherever it
matters.

To reach and influence the Warren
Johnsons *everywhere*, advertisers invest
more dollars in FARM JOURNAL than in
the next two farm magazines combined.
They know that nothing influences
farm families like a farm magazine—
and no farm magazine means so much
to so many as FARM JOURNAL.

FAST FACTS ON FARM JOURNAL

- The biggest farm magazine in the world
- More than 3 million net paid circulation
- Bought and read by more farm families than
the next two farm magazines combined

The magazine
farm families *everywhere*
depend on...



GRANAM PATTERSON, Publisher
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MEDIA/SCOPE

Serving the media-buying function
Published monthly by
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New York 17, New York
Murray Hill 9-6620

SOUTHWESTERN OFFICE

James H. Cash Co.
818 Exchange Bank Bldg.
Dallas 35, Texas
Fleetwood 1-4523

PACIFIC COAST OFFICE

Don Harway & Co.
1709 W. Eighth Street
Los Angeles 17, Calif.
Hubbard 3-5141

From the publisher's notebook



CONVENTIONS AND BUSINESS MAGAZINES

Sitting through a session of round-table discussions, panel discourses, and speeches recently, I was suddenly struck with the thought that most of our business conventions are not too unlike the average issue of a good business magazine.

A well-organized business conference brings together leaders of industry or the professions whose assigned subjects and responsibilities are designed to attract an audience of their peers and to further their individual and collective interests.

A business magazine has a ready-made audience which eagerly awaits the receipt of each succeeding issue.

The program of the conference from the shirt-sleeves round-table sessions, through the more sophisticated panel discourses, and right on up to the principal speaker of the meeting is different from a single copy of your favorite publication only as the oral presentation differs from the printed word.

Reading one's favorite business magazine is, of course, a strictly private affair as opposed to the public nature of the convention. The personal contacts are missing, but not the camaraderie. The latter, if anything, is intensified as we come to know the authorities who share with us their best thinking in the authoritative articles they write. Like the business meeting, a magazine is made up of many people with many talents, and every issue represents the sum of their expert knowledge and collective effort.

Surely, no less professionalism is involved in the preparation of a single issue of MEDIA/SCOPE than is required to develop and organize the most comprehensive business meeting. The degree of interest generated in either is dependent on the quality and timeliness of the program content. The reputation and character of the headliners participating are the drawing cards.


We need only to point to the outstanding personalities who have graced our editorial platform. These authorities writing on subjects which run the gamut of MEDIA/SCOPE's editorial range of interest are back month after month with entirely new programs, always addressed to the same exclusive audience, the people who buy or influence the placement of space and time—and nobody else.

MEDIA/SCOPE's highly professional editorial staff serves as a sort of "program" committee headed by its Editor as the "chairman," under whose supervision this group preserves the publication's editorial integrity, quality, and consistency.

Walter E. Botthof



CHILTON'S MARKETING AS



How Chilton's M-A-P can help you establish **MARKET POTENTIALS**

Keeping up with changing marketing conditions is seldom an easy job. Today you will find that Chilton has moved forward in this area with more complete marketing counsel and research facilities than ever before. They are embodied in M-A-P, a penetrating Marketing Assistance Program.

Chilton's M-A-P offers the services of a fully staffed research department that draws upon the professional skills of psychologists, statisticians, survey technicians and economists. It makes available timely data on buying influence; developments in new products; fast-moving marketing trends; information gathered at great cost to give better direction to your selling and advertising.

Chilton's 17 business publications add to the depth and breadth of M-A-P. Each has a wealth of timely information acquired through years of experience. Chilton's standards of editorial excellence are now linked with stronger and more complete marketing tools for advertisers. A Chilton representative will be glad to confer with you.

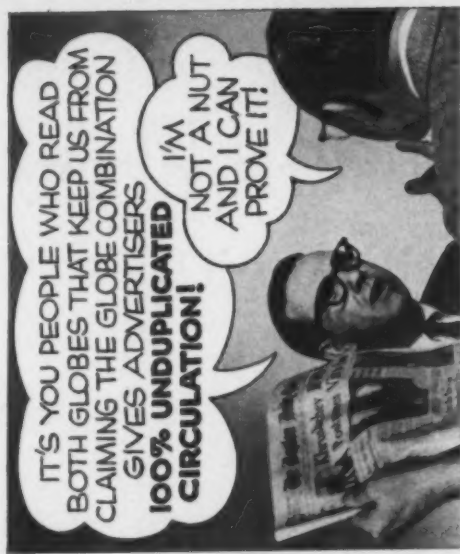
Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator
Automotive Industries • Boot and Shoe Recorder • Gas • Commercial Car Journal • Motor Age
Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal
Hardware World • Aircraft & Missiles • Distribution Age • Product Design & Development
Chilton Research Services • Business, Technical and Educational Books

MARKETING ASSISTANCE PROGRAM

“ Boston Globe rep calls all-day Globe reader a nut?”



Because The Boston Daily Globe and The Boston Evening Globe are practically the same paper, almost nobody reads them both. That means advertisers get less wasted, duplicated circulation. And that's

not all. The Globe also gives you more home delivery and a much bigger Sunday circulation. It has more classified, more color lineage than any paper in Boston. You get more of everything — especially readers.

A Million Market Newspaper
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

The Boston Globe gives you more of everything.
THIS INSERT IS DESIGNED TO BE DETACHED AND PLACED IN YOUR MEDIA FILE FOR FUTURE REFERENCE.

For a
reach
Will
Rock

16 ways to use regional advertising

1 COPY TESTING

Regional editions enable advertisers to carry out well-controlled, low-budget copy and art testing programs without the complications of split-run balancing and "marriages".

2 SPECIAL PROMOTIONS

Regional editions permit the use of a national magazine to help stage promotions geared to particular regional interests or events.

3 REGIONALLY DISTRIBUTED PRODUCTS

Marketers whose products are distributed only in certain areas can maintain high quality advertising campaigns by running in the regional editions of selective national magazines.

4 REGIONAL PRODUCT PREFERENCES

National distributors can take advantage of regional editions in adapting their marketing programs to products that sell better in some regions than in others.

5 INTRODUCING NEW PRODUCTS

Regional editions, by offering advertisers low-budget national magazine coverage of the nation's key test marketing areas, are ideally suited for new-product campaigns.

6 SUPPLEMENTING NATIONAL CAMPAIGNS-1

Many advertisers have increased sales substantially by adding frequency and impact to their national campaigns with supplementary insertions in the regional editions which cover their best market areas.

7 SUPPLEMENTING NATIONAL CAMPAIGNS-2

Regional editions also serve an important function in helping advertisers add impetus to their promotion efforts in new market areas or in regions where their sales are generally low.

8 SEASONAL SELLING

Marketers of "warm weather" products and services, for example, can achieve new continuity in their advertising by using the national edition in the summer, one or more regionals in the winter.

9 RETAIL ADVERTISING

Thanks to regional editions, large and small retailers—previously limited to available local media—can now reach their best customers through the same medium used by the biggest national advertisers.

10 SPECIAL REGIONAL EVENTS

Regional editions have proved exceptionally valuable in helping advertisers capitalize on the public interest and enthusiasm stimulated by particular regional events—such as trade shows, Bowl Games, the World Series, etc.

11 LOCAL DEALER TIE-INS

National distributors of all sorts have successfully used regional editions to "personalize" their national campaigns and focus new attention on their local dealers in particular areas.

12 IMPORTS

Through careful use of regional editions, importers have been able to successfully cover their best customers in areas served by their distributors—and by adding new regionals as their distribution increases, to keep pace with their growing advertising needs without spending more than they should.

13 AIRLINES

Many airlines use regional editions to sell particular commercial flights in the route cities covered by these flights.

14 LIMITED-BUDGET ADVERTISERS

Now even the most budget-conscious marketer can afford to advertise in a quality national magazine that reaches his very best customers by selecting one or more of the national magazine's regional editions.

15 HOTELS

Hotels can make the most of limited advertising budgets by choosing regional editions which cover only those areas which supply the bulk of their guests.

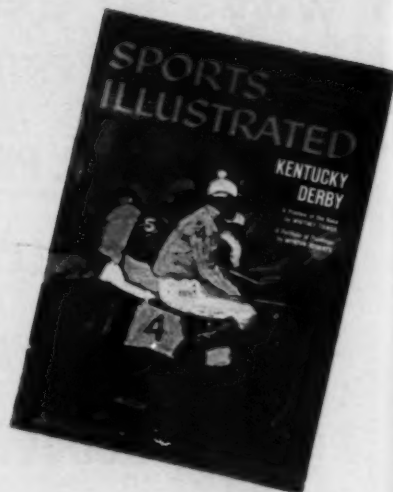
16 LEGALLY RESTRICTED ADVERTISERS

Companies who are prevented by law from selling in some states can now enjoy "national" status by advertising in the regional editions of national magazines.

For a fifteen-minute presentation on how the Regional Editions of SPORTS ILLUSTRATED can help you reach any one—or any combination—of these marketing objectives, simply call or write:

William A. Marr, Regional Advertising Mgr. • SPORTS ILLUSTRATED • Time and Life Bldg. Rockefeller Center, N. Y. 20 • Judson 6-1212

The Regional Editions of SPORTS ILLUSTRATED carried more pages of regional advertising in 1959 than any other magazine except TV Guide*



EASTERN REGIONAL
Circulation Base 250,000
Full Page Black & White \$1,900



WESTERN REGIONAL
Circulation Base 175,000
Full Page Black & White \$1,400



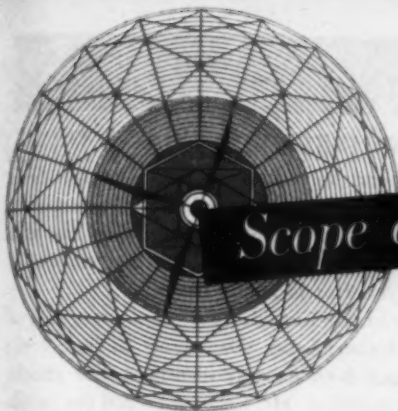
MIDWEST REGIONAL
Circulation Base 210,000
Full Page Black & White \$1,600



SOUTHERN REGIONAL
Circulation Base 110,000
Full Page Black & White \$1,100

*Source: P

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Scope on Media

A LOOK AROUND AND A LOOK AHEAD

NEWSPAPER DISCOUNT TEST

Last month in *Media/scope* Anton W. Bondy, manager of marketing information, Lever Brothers, pointed to national-local rate differentials and a lack of incentive for continuous schedules as reasons for the drop in share of national advertising dollars spent in that medium.

Since then a report has been made by Douglas Cornette, assistant general manager of the *Louisville Courier-Journal and Times*, on first results of an experiment designed to solve that problem. He was speaking to the American Association of Newspaper Representatives in New York about the Continuity-Impact-Discounts program that his organization initiated last year.

This plan offered frequency discounts for 13 and 26-week cycles to national advertisers who contracted in advance for minimum requirements. In the first six months, 37 important national advertisers signed C-I-D contracts. The newspaper obtained additional net revenue on these accounts of \$159,000 (a 208,000-line increase) compared to the year previous; and the advertisers were credited with \$44,000 in discounts, part of which is being reinvested in more space.

The positive results of this plan will doubtless induce other newspaper publishers to add frequency discount incentives. So far the *Louisville Courier-Journal and Times*, the *Nashville Banner & Tennessean*, the *Orlando Sentinel-Star*, the *Erie Times-News*, the *Sioux Falls Argus-Leader* and the *Springfield, Mo. News and Leader-Press* have C-I-D programs.

Mr. Cornette and Lisle Baker, Jr., general manager of his newspaper, call this plan a short-term solution. They believe that ultimately they should shift to a single net rate basis for all advertisers (national or local), with no allowance for agency discount. The agencies should be paid by their clients on a professional basis for services performed, they believe. The single rate could be 2 to 8 per cent above current retail rates and 21 to 26 per cent below current national display rates in their newspaper, and still produce the same revenue on current volume. In force, of course, would be discounts for frequency (similar to those currently being tested), designed to lift newspapers as a national medium out of the special-pur-

pose, one-shot announcement category that Mr. Bondy wrote about last month.

TALE OF TWO CITIES

The importance of market differences in any marketing activity—including media selection—becomes very sharp when you compare purchasing preferences and habits in two look-alike markets—Boston, Mass. and San Francisco, Calif.

Populations and media available are not wildly dissimilar, but buying habits on some basic commodities are. The majority of men cigarette smokers in San Francisco prefer filters, but in Boston the majority go for regulars. In Boston 42 per cent of the people drink tea, but in San Francisco only 26 per cent drink tea. In Boston less than half the men drink regular coffee on an average day, but in San Francisco two-thirds of the men drink regular coffee.

Media preferences differ, too. In San Francisco six of the top 10 TV shows are Westerns; in Boston only two of the top 10 are Westerns. In Boston, "American Bandstand" gets a 9.7 rating; in San Francisco (where it is up against competition from "Dance Party" on KPIX) it gets a 3.6 rating.

This comes as a sharp reminder of regional differences resulting from the mix of past and present influences. It is the theme of Robert M. Hoffman's new presentation in behalf of the Television Advertising Representatives Association, first shown at San Francisco on April 25.

INDISPENSABILITY OF NEWSPAPERS

What happens to newspaper readers in a great city when they can't get newspapers?

First and foremost, they are bored. The newspaper is to many an escape from idleness. Although they turn to radio and TV in droves when the newspaper is not available, radio does not supply the peculiar satisfactions that newspaper readers get by omnivorous reading of the daily and Sunday press. This is the conclusion of two studies of New Yorkers made during newspaper strikes. One was made by Dr. Bernard Berelson of Columbia University's Bureau of Applied Social Research in 1945.

Scope on Media

The other was made by Professor Penn Kimball of Columbia's School of Journalism in December 1958.

Dr. Berelson was surprised to find that the most frequent reasons given for missing newspapers were non-rational—things like escape from personal cares. Professor Kimball was surprised to find the same kind of reaction. When New Yorkers were stripped of their newspapers, they were at a loss how to occupy themselves in odd morning and evening hours and on Sundays. They idled their time away and slept more, in addition to spending more time with radio and TV.

Among newspaper readers, interviewed during the strike of December 1958, 52 per cent said they were listening to the radio more, 35 per cent said they were watching more TV, and 50 per cent said they were reading more magazines and books. But most of them expressed dissatisfaction with the substitutes. They missed the completeness of newspaper stories, the variety of news, the convenience of newspaper headlines, and more than anything else a means of passing the time in a familiar and uniquely stimulating way.

MORE ON SUMMER VIEWING

The buyers and the broadcasters agree that summer viewing of TV is less than in the winter; but does that mean the summertime is a poor time to advertise on TV? No; not necessarily. The summer may actually be a very good time for TV advertising, if you take audience differences into account.

This is the gist of a new A. C. Nielsen Company survey of summer viewing, that follows on the heels of a Pulse, Inc., survey of the same subject (see "Scope on Media," April 1960). Both surveys indicate sharp cuts in viewing in the summer; but they differ in why viewing is off. Pulse blames it on poor programs; Nielsen blames it on the weather.

Nielsen shows that in July-August total audience size is one-third the January-February total. However, late evening (10-11 P.M.) audience is off only one-fifth; and the big loss is early evening (7-8 P.M.), cut in half. Furthermore, the severe decline in early evening viewing is most pronounced in parts of the country where balmy weather in the early evening is a unique, summertime-only opportunity for outdoor activity (in the Northeast and North Central states).

The Nielsen study agreed in part. It showed least audience loss for shows that continued through the summer with new material, more audience loss for re-runs, and most audience loss for summer replacements. But the summer replacements and re-runs cost less, and they reached new viewers. One advertiser, for example, took an audience cut of 11 per cent; but he cut program costs by using re-runs, and one fourth of the homes reached in the summer were first-time viewers of his show and commercials.

TELEVISION AND CHILDREN

When television first burst into the living room, there was a hue and cry in some quarters that the home screen would not only ruin the eyesight of our children but also their morals. A more mature outlook on the relation of TV to youth in America is taking shape.

One indication of this lies in recent pronouncements of Representative Emanuel Celler (Democrat) of New York, who has in the past been strongly identified with attacks on the broadcast business. Mr. Celler surveyed the public service activities of broadcasters in his home state; and then reported his findings to the House of Representatives, praising radio and TV stations for what they are doing. He made special mention of the extent to which the stations have covered the problem of juvenile delinquency.

Another indication is the open-arms attitude with which the National Convention of the American Association of University Women accepted a statesmanlike presentation of the question by Dr. Wilbur Schramm, Director of the Institute for Communications Research, Stanford University. His point is that the relation of television to children is not so much a matter of what TV is bringing to the children as it is a matter of which children are being led to view which TV shows.

BOGGS BILL DESERVES SUPPORT

The increasing importance and impact of the new regulations of the Internal Revenue Service concerning non-deductibility of certain institutional advertising is beginning to be felt. In a recent case the Tax Court has ruled that a newspaper publisher could not deduct the expenses he incurred when he organized petition proceedings to fight certain sales tax exemptions, the effect of which was to cut into his advertisers' business and the newspaper's advertising volume and revenue.

The *Star of Hope*, Ark., was the newspaper involved, and felt the brunt of having its expenditures labelled as "lobbying expense."

The court referred to the Supreme Court's decision in the *Cammarrano* case, and then held that the possible benefit to the *Star* was too remote to justify the deduction.

There are several bills now pending in Congress which would have the effect of reversing the *Cammarrano* decision and the IRS regulation which follows it. These bills would undoubtedly affect many of the situations and expenditures now considered non-deductible by the Treasury Department and the courts. Nevertheless, there is a question of whether expenses such as incurred by the *Star* would be protected by these new bills.

In any event, the Boggs Bill (the bill seemingly with the best chance) deserves the concentrated support of all segments of advertising. It will do much to clarify and reverse a thoroughly unsatisfactory and unjust situation. It will also help to frustrate the philosophy in some governmental circles of censorship by non-deductibility.

every little breeze seems to whisper McCall's



The mood is très May. The Chevalier is Maurice. The magazine in the clinch is, naturellement McCall's! Where else would this gifted Gallic perennial tell all with such robust candor? (M. Chevalier's autobiography, will run in two installments starting in May McCall's, before book publication.) What other magazine offers such a range of thoughtful riches and pleasures-in-print: from Arlene Francis on charm

to Robert M. Hutchins on education. Girls thank heaven for Chevalier... and also for la belle McCall's, which continues to have unprecedented newsstand gains, soaring total circulation, and the most advertising in the women's service field. "Every little breeze seems to whisper McCall's," sings Maurice. That's no breeze, monsieur. That's a publishing whirlwind. Le nom? McCall's—FIRST MAGAZINE FOR WOMEN.

HIGHEST RATED LOCAL LIVE SHOWS OF ALL BALTIMORE TV STATIONS

And that's not all! ■ Largest share of audience* of all Baltimore TV stations. ■ Most newscasts of any Baltimore TV station. ■ Only Baltimore station that editorializes on community problems. ■ That's why, in Baltimore, *no spot TV campaign is complete without the WBC station.*

*Balt. APB Reports, Nov. 1958-Mar. 1960
Represented by Television Advertising Representatives, Inc.

WJZ-TV 13
BALTIMORE



WESTINGHOUSE BROADCASTING COMPANY, INC.



SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WJZ-TV BALTIMORE

DRUG PRODUCT ADVERTISERS ARE GROWING WITH US!

DRUG STORE SALES

Long Beach-Lakewood

1950

\$10,175,000

90.6% GAIN

1958

\$19,397,000

DRUG STORE SALES

PER CAPITA 1958

LONG BEACH-LAKEWOOD

\$50

LOS ANGELES-LONG BEACH
METROPOLITAN AREA

\$48

CALIFORNIA

\$44

If your product is for sale in drug stores in the Los Angeles-Long Beach Metropolitan Area, you need newspaper advertising support in the Long Beach part of this important market. And the only way you can get it is through space in the Independent, Press-Telegram. These newspapers cover nearly 7 out of 10 homes in this area. No "outside" dailies cover even 1 out of 10.

Sources: Sales Management Survey of Buying Power, 1959. Audit Bureau of Circulations.

**Independent
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented nationally by

RIDDER-JOHNS, INC.

MEMBER METRO COMICS GROUP

Trade Talk



Dave Wasko

RAB Roundtable . . . RAB's annual radio advertising clinic again featured its unique roundtable meeting. With agency executives outnumbered by radio station executives and representatives, the purpose of these meetings is to try to learn what might be needed to make future buying and selling of the medium easier and better. Planned to work as a game of musical chairs, participants change tables every half-hour, and discuss mutual problems with an entirely new group each time. The only complaints heard from those at this year's meeting was that it didn't last long enough. Everyone enjoyed having someone else listen to his problems.

Hats Off . . . The major media in cooperation with the Advertising Council have been performing a practically silent service in allotting free time and space for the many government and charitable projects brought before the Council each year. When you consider how busy the media are keeping themselves with inter-media and intra-media debates, it is interesting to note that their top managements still have time to work with the volunteer advertising agencies and the Council to make tomorrow's world a happier place for more people.

Merry-Go-Round . . . Sellers of spot television time have been suggesting to time-buyers that they plan their buys well in advance, because time is tight. When given an order for time to start running two months ahead they can't accept it, because the advertisers using the time slots do not have to commit themselves on continuation until one month before expiration. Of course, the sellers expect the agency to hold the TV budget intact until the one month deadline. If this is done, it means that an advertiser wanting to use the spots for a particular reason at a

particular time may have no advertising at all when he needs it. Can spot TV salesmen afford to let such an advertiser turn to another medium which could very well develop outstanding results?

Toll Television . . . Advertisers and their agencies are awaiting developments in the latest toll television "gamble" announced by R. K. O. General for the Hartford, Connecticut, market. Their particular concern is the number of set owners who will subscribe to the service and what the effect will be on their programs or announcements on the network stations in the market. Unsettled are the big questions as to the quality of the programs, the number of hours of toll telecasting, their place on the clock and how long toll TV will live in the market.

Magazines vs. TV . . . While network television has taken an occasional swipe at magazines in comparing the two media, insofar as reach and cost are concerned, it looks as though the large circulation magazines aren't too concerned about it. This is indicated by the fact that a couple of them barely let one rate increase take effect when they announce the next one effective only six or seven months later, or less. While regular magazine advertisers aren't too happy about situations like this, the television industry loves it, since it makes selling against magazines so much easier.

New Medium . . . Minnesota Mining & Manufacturing Company's affiliate, National Advertising Company, has introduced a new poster medium in shopping centers across the country. With its signs hanging from lamp posts throughout the parking lots in these centers, it claims that the only other advertising media closer to the point of purchase are the benches in front, and the TV sets inside, of the stores.

NO OTHER MAGAZINE



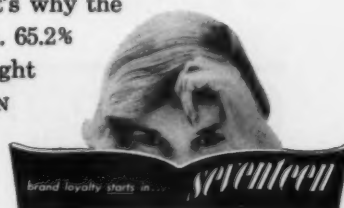
ENCHANTS • ENLIGHTENS • ENTHRALLS

LIKE *seventeen*

Everything in SEVENTEEN is of vital interest to teen-age girls. No other magazine gives these young women such complete understanding and friendly guidance because SEVENTEEN is edited especially for them, devoted *exclusively* to them. Perhaps that's why the advertising messages in SEVENTEEN create such amazing buying action. 65.2% of the 4,800,000 girls who read an average issue of SEVENTEEN have bought from its pages!* No wonder more and more advertisers are using SEVENTEEN to reach the \$4½-billion market of teen-age girls...*the market that has come of age in a great big way!*

*Gilbert Youth Research

it's easier to **START** a habit than to **STOP** one!



SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

Media/scope, May 1960

LOOK MAGAZONE

the plan that launched 1,500
zone markets. Insertions guaranteed

**MAGAZONE SELLS WHATEVER YOU SELL
...WHEREVER YOU SELL IT**



The LOOK Magazone Plan provides advertisers with 8 marketing zones for use individually or in any combination. In the half year since Magazone was introduced, hundreds of advertisers have adopted it to solve regional selling problems, ordering over 1,500 zone insertions to date.

The 8 Magazones, corresponding to sales-tested marketing areas, are available *without red tape*. Just pick your advertising target and place your order. No need to get other advertisers to buy re-

maining zones... no "if-and-when" problems. Insertion is guaranteed.

Magazone's flexibility will solve your most complex regional and seasonal problems... simplify product-testing and introduction... beef up point-of-sale merchandising by making possible area-by-area dealer listings. Now, through Magazone, you can match your message to *your* market with the impact, authority and prestige of one of America's great national showcase magazines.

MATTRESSES FROM
NEW ENGLAND THE



SLUMBERLAND LINE

mattresses primarily by the large distribution in New England cut, paid for its first advertising venture. Its national medium was sent last fall for a page insertion in Zone Line, LOOK's premier issue. Magazone. The ad paid for 100 copies of the biggest sales in Slumberland history. A follow-up LOOK Magazone promotion high call year boosted Slumberland's sales 60 per cent over what it was in the same period of 1959.

CALL YOUR LOOK OFFICE TODAY

New York — Murray Hill 8-0300 • 6-8127
Detroit — Trinity 5-2786 • Cleveland — Trinity 5-2786
Atlanta — Trinity 2-9017 • Dallas — Trinity 2-9017 • Los Angeles — Trinity 2-9017

1,500 ads—matched to specific
guaranteed. No partners, no waiting!

ALUMINUM HOMES IN NEW ENGLAND THE EAST



ALUMINUM HOMES is primarily the largest producers of New England cut, panelized homes using venture East. Its Zone 2 advertisement was sent last fall, according to a report in *LOOK* magazine, "exceeded our expectations. We received 100 coupons the first sales in the area over 5,000 to date. A follow-up *LOOK* replies were of high caliber that they reached \$500,000 in sales in what is normally an area of 1958 sales."

APPLES IN THE SOUTH



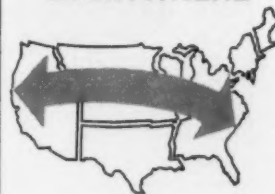
H. F. BYRD, world's largest apple grower, placed a full-page, four-color ad in Zones 3 and 6 of *LOOK*'s December 8, 1959, issue, to become the first company in its field ever to advertise in a major national magazine. Result: salesmen reported that increased dealer enthusiasm, in-store promotions and tie-in advertising led to substantial sales and entry into new markets.

BATTERIES IN THE NORTHWEST



GRANT distributes its auto batteries mainly in the Northwest (Zones 5 and 8). Its first advertisement in a national medium (*LOOK*, Oct. 13, 1959) produced immediate results. Grant reports: "The increase in sales and the number of new jobbers and dealers obtained as a result of this advertisement must be regarded as a tribute to the local impact of *LOOK* and its *Magazine Plan*."

LEADING PRODUCTS EVERYWHERE



MANY NATIONAL NAMES in advertising use the *Magazine Plan* to match specific messages to specific markets. For example: **Alcoa** (Aluminum Packaging) in Zones 2 & 7. **General Electric** (Air Conditioners) in Zones 3 & 6. **General Motors** (Frigidaire) in Zones 3, 4, 5 & 8. **Goodrich** (Tires) in Zones 1, 2, 3, 4, 5 & 8. **Gulf Oil** (Gasoline) in Zones 1, 2, 3, 4, 6 & 8. **Kraft** (Margarine) in Zones 3 & 6. **Quaker Oats** (Pie Crust) in Zones 1, 2, 3, & 4.

0300 • 6-8127 • Hartford — Chapel 6-5409 • Minneapolis — Federal 9-0371
Cleveland • Pittsburgh — Express 1-3036 • Philadelphia — Market 7-2587
Dallas — Los Angeles — Webster 3-8191 • San Francisco — Garfield 1-4960.

LOOK

People are the purpose
People are the power

The Man

Paul W. Limerick
Vice-President
Western Advertising
Agency (Dekalb
Agricultural Assn.)



"Dealer listings and demonstration plots finalize the local theme . . . help bring sales direct to local outlets. The state farm paper is our primary media. The local point in agricultural news and advertising is the FOCAL point to the farmer."

The Ad



*

The Results

Local editing of PENNSYLVANIA FARMER creates a climate of confidence among readers. They believe what they read because it's right for their crops, their soil, their state.

When you add to local editorial support the STRAIGHT-LINE ADVERTISING techniques of local pictures and case histories, local prices and terms, local where-to-buy listings . . . your sales message penetrates straight to the heart of this rich market—where farmer spendable income reaches \$1,004,100,000 yearly! Want proof? Send for free folder.

STRAIGHT-LINE
ADVERTISING
available also in —

- THE OHIO FARMER
- MICHIGAN FARMER
- THE INDIANA FARMER
- THE KENTUCKY FARMER
- THE TENNESSEE FARMER & HOMEOWNER



Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

Letters from Readers

ANNUAL MEDIA AWARDS

Congratulations are due you for the most successful and impressive Annual Media Awards luncheon. The number and caliber of the persons present were a tribute to MEDIA/SCOPE and to the circumstances of the Awards, for which I am sure all of us are most grateful.

WILLIAM E. MATTHEWS
Vice president and director of
media relations and planning,
Young & Rubicam, Inc.

* * *

I was delighted to be present at the luncheon, and thought it was a well-organized and thoroughly enjoyable affair.

WALLACE W. ELTON
Vice president, J. Walter Thompson Company.

COMMUNITY PROFILE

When we sent you the story on KREM-TV "Community Profile" last December we thought it would be of interest to you from a news standpoint. Your cooperation was excellent, and we want you to know that this program was highly instrumental in KREM-TV winning three out of four inscriptions on the newly created Edward R. Murrow plaque.

KREM'S newsmen have done such an outstanding job in news reporting that they captured seven first place awards out of nine radio and TV news categories, entries being submitted from areas of the four states of Washington, Idaho, Montana and Oregon which comprise the Inland Empire.

JAMES M. ADAMS
Media director, Showacre, Coons, Shotwell, Adams, Inc., Spokane, Washington.

SALESBAGS

Thank you for the story in your March issue, "This Is the Amazing Array of Special Media." We would like to correct one impression, however, that we provide a grocery bag advertising network only for super-market chains. We also offer the only

network for drug store bag advertising.

Our advertisers with success stories include *Reader's Digest*, Esquire Shoe Polish, Sterling Salt, Mentholatum Deep Heat Rub, Schering Coricidin.

LEON HENRY, JR.
President, Salesbag Promotions, Inc.

IMPORTANT NEED

MEDIA/SCOPE is filling an important need in our business. You are to be congratulated on the good job you are doing.

GENE DUCKWALL
Vice president, Foote, Cone & Belding, Los Angeles.

BUSINESS PRESS EVALUATION

MEDIA/SCOPE, in my estimation, did a great service by running the article on evaluating editorials in business publications; and Mr. Sawyer, in turn, did a great service by putting down his own observations. ("Evaluating Business Paper Editorial," by Howard G. Sawyer, MEDIA/SCOPE, February 1960.)

Possibly I say this because I personally feel that not only are the points which you mention important, but also the approach to them that you express is basic to the makings of dynamic business paper editing, as against the type of static work that is so prevalent.

So many of your own precepts coincide with what we are trying to do on *Modern Railroads* and *Appliance Manufacturer*.

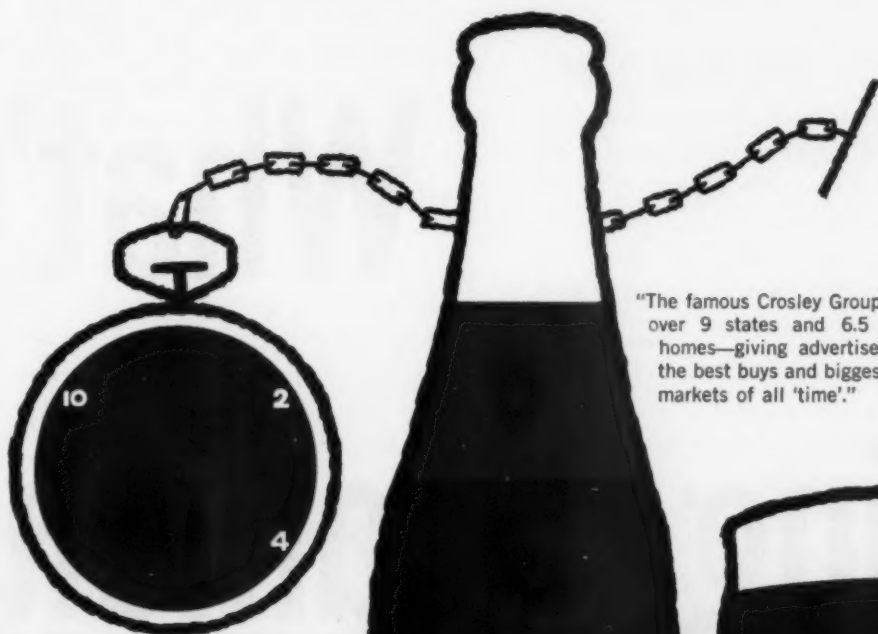
Yesterday, we had our monthly staff editorial conference. We started it off by going over parts of the Sawyer article as points that we certainly have to bear down on to bring about even greater improvement.

I don't entirely agree with the Editor's note that was put into Mr. Sawyer's statement, because I feel that he also pointed up the importance of reading the material in a magazine. We do have a problem ourselves, because there are other publications striving to reach the

(Continued on page 24)

Interview: *Wesby Parker*

President of Dr Pepper tells why he recommends
time on WLW Television and Radio Stations.



"The famous Crosley Group reaches over 9 states and 6.5 million homes—giving advertisers one of the best buys and biggest markets of all 'time'."

"The 5 WLW Television Stations and WLW Radio offer that great big number one desirability—
AUDIENCE COVERAGE!"



"So to doctor and pep up your sales, just leave it to Crosley Broadcasting Cooperation—as we call it. Because the WLW Stations sure give complete cooperation to advertisers!"

Call your WLW Stations' Representative... you'll be glad you did! The dynamic WLW Stations...



Crosley Broadcasting Corporation, a service of **Arco**

If you do business in New York you ought to know

What's going on among New York newspapers ?

Something is stirring in the New York market. A walk around town will show you. A drive through the suburbs will convince you. New York is building. New York is expanding. The biggest market in the world (by far) is growing even bigger.

Something is stirring among New York's newspapers, too. In a market as big and as busy as New York, nothing remains static. Things move. Things change. Wise advertisers change with them. Their newspaper habits change, too. Let the figures show you. Take just the past five years:

IN ADVERTISING

In the five years 1954-1959, New York City's seven metropolitan newspapers gained 25,097,200 lines of advertising.

Of this gain, 15,932,365 lines were gained by The New York Times—more than was gained by all the others combined.

IN CIRCULATION

In the five years 1955-1960, The New York Times gained 130,520 weekday circulation, 144,231 Sunday circulation.*

The Times March* Monday-Friday average of 686,246 was the highest six-month average in Times history. Its Sunday average of 1,371,939 was also the highest March Sunday average in Times history for a six-month period.

The New York Times is the only one of New York's seven metropolitan newspapers whose circulation today is higher than it was five years ago—and substantially so.

*6-month averages as of March 31

THE REASON WHY

Now you're wise enough in the ways of advertising to know that these things don't just happen. There's a reason for them. We think the reason lies right in The New York Times. If you haven't seen a copy lately, treat yourself to one. If you want to indulge yourself, just phone our nearest office and we'll send you one—for free. Read it. Enjoy it.

That's what increasing numbers of men and women in the vast New York market—city, suburbs, exurbs—are doing every day. And this, in turn, is why advertisers increasingly depend upon The New York Times to move merchandise for them in this big and busy market place—everything from animal crackers to zithers.

WHY NOT PHONE US?

This also is why people—readers and advertisers alike—are spending more money every day to get the values The New York Times gives them. Advertisers, for instance, invested 90 million dollars in The New York Times last year—more than they have ever invested in any U.S. newspaper.

Something is stirring in New York, don't you agree? And don't you think you ought to be taking full advantage of it? All you need to get started is a phone call to our nearest office. There's nothing we like better than telling you about ourselves, and what we think we can do for you—now.

The New York Times

"All the News That's Fit to Print"

NEW YORK: LAckawanna 4-1000 • ATLANTA: TRinity 3-1643
BOSTON: LLiberty 2-6579 • CHICAGO: RAndolph 6-3300
DETROIT: WOOdward 2-5005 • LOS ANGELES: MAdison 3-1266
MIAMI: FRanklin 9-1601 • PHILADELPHIA: LOfust 8-0280
SAN FRANCISCO: EXbrook 7-5869 • TORONTO: EMpire 8-8681

These people are "Ready-to-Buy"



Coming soon...a new way to reach
your most valuable market...
the people who are "Ready-to-Buy!"

HOW MANY MARKETS* FOR INDUSTRIAL ADHESIVES CAN YOU SEE IN THIS PICTURE?



You can reach them all as a single great market in Adhesives Age

Today, there are adhesives in practically every product you see. And great and growing sales opportunities for you if you sell industrial adhesives or adhesive products — or the materials, machinery, supplies, equipment, services used in making, shipping, storing or applying adhesives!

And now this industry-spanning, economy-wide market is bonded together into a single, sellable unit. By Adhe-

sives Age! The only magazine devoted specifically and exclusively to the specialized problems of adhesives. In Adhesives Age a big new market is yours for the selling!

* This photo spotlights 10 major adhesives markets: The exciting new curtain wall construction of the building; the many automotive and apparel applications. And, hidden from view, in the building are many other uses: air conditioning, floor coverings, furniture, office appliances and equipment.

PALMERTON PUBLISHING CO., INC., 101 W. 41st ST., NEW YORK 1, N. Y.

(Continued from page 20)

audience that definitely feed hand-outs into their magazines in a boiler-plated fashion. At the same time, I would say there is a direct correlation between content and other aspects, such as the visuals, the selection of type, the way the captions and heads are prepared, and the way the editors lead into the story in their own rewriting work. In checking this with some other people I have seen some rather significant evidence of the correlation that one can make between the alertness of the publication toward covering developments and also the big controversial problems and the way the main head, the subhead, and the lead paragraphs actually read.

FRANK RICHTER
Modern Railroads, Chicago

LIKES OBER SERIES

My reason for writing is to find out whether you plan to run any additional articles in your series, "Basics in Audience Measurements," by Bernard H. Ober.

We have found these articles extremely valuable for training and discussion purposes in the ABC-TV Research Department, and would like to see more of the same in your valuable publication.

SEYMOUR AMLEN
Manager, program analysis,
ABC-TV.

Mr. Ober will resume his series in June MEDIA/SCOPE with a discussion of audience duplication and accumulation.

PSYCHOANALYSIS

The mystery and sex implications of Freudian concepts have lured many advertising men into a misunderstanding of advertising research. I thought it might be worthwhile, therefore, to invite attention to an article by H. J. Eysenck in the January issue of *Reader's Digest* ("What's the Truth about Psychoanalysis?") Perhaps this appraisal of the value of psychoanalytic techniques will help some of us to avoid substituting bizarre terminology and idle day-dreams for earnest, valid and productive research.

ALFRED POLITZ
President, Alfred P. P. Research
Inc.

*pinpoint magazine coverage
in your market(s) with...*

locally edited gravure magazines



*in Indianapolis...in any Region
or throughout the Nation!*

*The nation's 52 locally edited gravure magazines are your tactical ad
force in 39 major markets.*

Here are 12 of the best...

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS
DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUIS-
VILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE •
PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

Continuous Starch readership
survey shows...

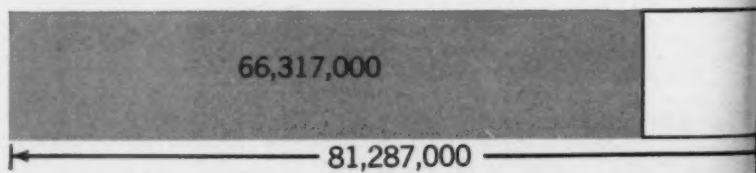
the power of OUTDOOR

(...the *persistent* primary medium)

FACT 1. OUTDOOR COVERS JUST ABOUT EVERYBODY!

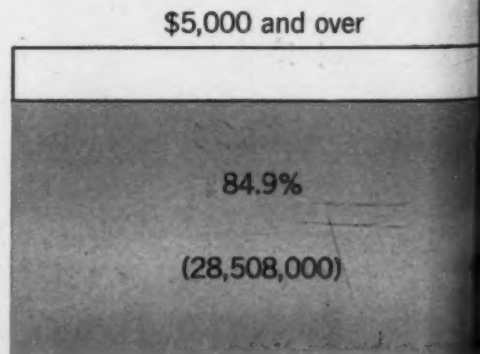
8 out of 10 of all people ten years
and older remember current national
Outdoor posters.

U. S. Urban Pop.: 81,287,000.
Urban people who remembered
Outdoor posters: 66,317,000.



FACT 2. OUTDOOR IS STRONGEST WITH PEOPLE WHO ARE BETTER ABLE TO BUY!

Of urban households earning \$5000 or more yearly
...84.9% are Outdoor poster readers.



4 year study of urban markets brings out 3 basic facts on the outdoor audience of importance to every media man. Read these facts, then ask your OAI man for ideas on how you can put the power of Outdoor to work in your marketing program.

FACT 3. PEOPLE REMEMBER OUTDOOR!



Total: 42%; Males: 35%; Females: 48%



Total: 38%; Males: 29%; Females: 47%



Total: 52%; Males: 48%; Females: 55%



Total: 34%; Males: 46%; Females: 22%

Posters like these prove you reach people with high impact! Percentages shown under each poster are based on the total number of persons 10 years and over living in markets where posters appeared and indicate percentage who remembered seeing posters shown.

For all the latest facts on Outdoor coverage, flexibility and costs, call Outdoor Advertising Incorporated. OAI is the national sales representative of the outdoor advertising medium.

OAI

OUTDOOR ADVERTISING
INCORPORATED

Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.



newspaper covers Metropolitan Fort Worth and gives you bonus coverage in the **100-county** Fort Worth Trading Area—where **23.3%*** of all Texans live. That one newspaper is the **FORT WORTH STAR-TELEGRAM**. In this **3-billion dollar*** market The FORT WORTH STAR-TELEGRAM sells more papers and produces more sales than any other advertising medium. That's why The STAR-TELEGRAM carried **more line in 1959*** than any newspaper in the 100-county Fort Worth Market.

*Sources: Sales Management, ABC Mar. 31, 1959, Media Records, 1959.

**FORT WORTH
STAR-TELEGRAM**

AMON G. CARTER, JR., President and
National Advertising Director
Largest Combined Daily Circulation in Texas
Without the Use of Schemes, Premiums or Contests
"Just A Good Newspaper"

Media/quotes

PAY-AS-YOU-GO MEDIA RESEARCH

Among the many problems that the growth of publication research has brought to business papers there are two which stand out:

First, publishers are finding that they must build marketing and advertising research departments and staffs which are competent to conduct resultful and unbiased research. Because of the lack of skilled researchers a substantial portion of publication research in the past has been either misleading, biased, incomplete, or, in some cases, totally useless. This situation can be licked by adherence to standards which can be established and administered by publisher associations such as ABP and NBP through the cooperation and guidance of groups such as AIA, ANA, the ARF and AIRI.

The second problem concerns the tremendous cost which additional research has imposed upon business publications. While the problem should not be over-simplified, it can be stated that essentially it is the responsibility of the publisher to provide certain basic marketing and research facilities and information, but that the cost of such an operation must be, at least partially, borne by advertisers and agencies. These services should be offered and put on a sensible "pay-as-you-go" basis just as any other company charges for its basic services.—RICHARD C. CHRISTIAN, executive vice president, of Marsteller, Rickard, Gebhardt and Reed, Inc. before Association of Industrial Advertisers, Chicago.

PRICING SYNDICATED SHOWS

How do they price syndicated shows; what should a program cost in a given market; should I try to clobber the guy for a bargain deal; is there really a bottom? It would help everybody in the industry if we all faced up to the fact that buyers, sellers and even talent must realign their thinking if syndication as we know it is to survive.

I'll show you why. Once a syndication outfit commits for production, even for a low-budget show, it must be prepared to spend about \$1.3 million for 39 episodes. Figure print and

labor cost at \$10,000 . . . \$30,000 for advertising the series—that's \$1.34 million . . . then 35 per cent for sales and distribution costs . . . or about \$400,000 more . . . to be added before pricing the show for a total of roughly \$1.75 million that must be grossed in sales before the profits show . . . or even before it pays the bank interest.

On this basis and knowing that about 85 per cent of his potential revenue comes from the top 25 markets, he must price markets like Pittsburgh \$950; Boston \$900; Chicago \$2250; New Orleans \$450; New York \$4,250. These are prices, remember, based on cost; but unfortunately they're way out of line unless the shows can be placed in prime time or a good adjacency . . . otherwise the sets-in-use and the resulting ratings make the cost-per-thousand look sick and the media buy a loser.—E. JOHNNY GRAFF, vice president East Coast sales, National Television Associates, Inc., before RTE New York.

NATIONAL ADVERTISERS AND NEWSPAPERS

The national advertiser who has full national distribution and who has the freedom to select any of the major media must think on a national level. How does a national advertiser think about the daily newspaper?

1. He most often regards the daily newspaper as a special purpose medium. By this we mean the medium that is chosen for support of a deal promotion, for off-label promotion, for new product introduction with the continuity copy to TV or other media, or any number of emergency sales situations.

2. He thinks that newspapers are too costly.

3. He thinks that a daily newspaper campaign is too unwieldy.

4. He resents paying a considerably higher rate than a local advertiser, while at the same time being forced to take a secondary position in the newspaper to the local advertiser. Local rates divert national money into a disorganized schedule—sometimes no schedule.

(Continued on page 3)

Best filter in the business

Not every Tom, Dick or Harry can subscribe to a McGraw-Hill publication.

We filter out those people for whom the publication is not intended—and for whom advertisers should not be asked to pay. Our first step is to require payment. This helps establish definite reader interest.

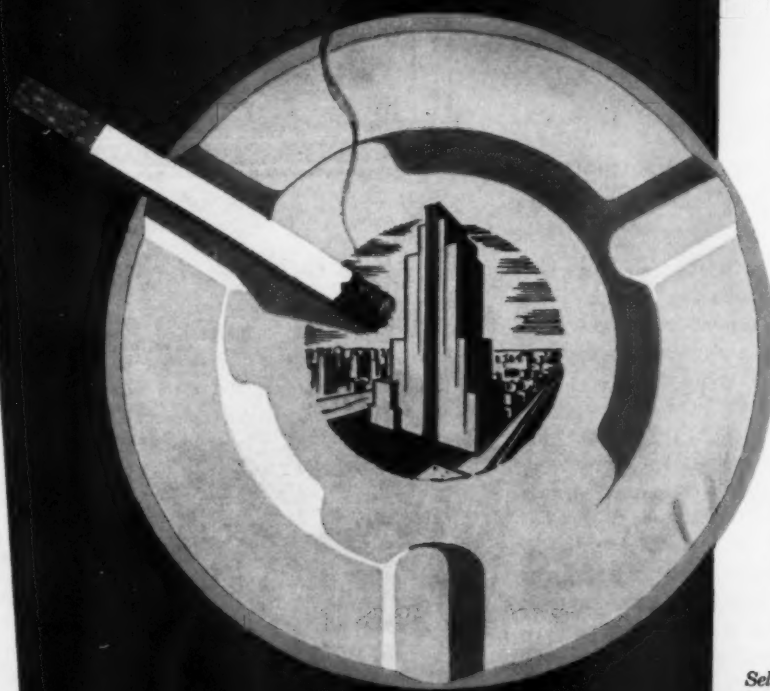
Beyond that, each publication has rigid standards that prospective subscribers must measure up to.

These standards require that the subscriber's organization have an active interest in the field served by the publication, and that the subscriber himself be a responsible individual who has an influence in purchases.

Last year, we declined 22,000 subscriptions, worth \$150,000, from persons we believed would not benefit from the editorial and advertising content of our publications.

This is only one of the reasons why McGraw-Hill publications offer every advertiser such a highly effective audience for his products and services.

*Selected and bought by men
in industry who want the
best in editorial service.*



McGraw-Hill

PUBLICATIONS



McGraw-Hill Publishing Company, Inc., 330 West 42nd St., N.Y. 36, N.Y.

PANIC BUTTON

push anytime

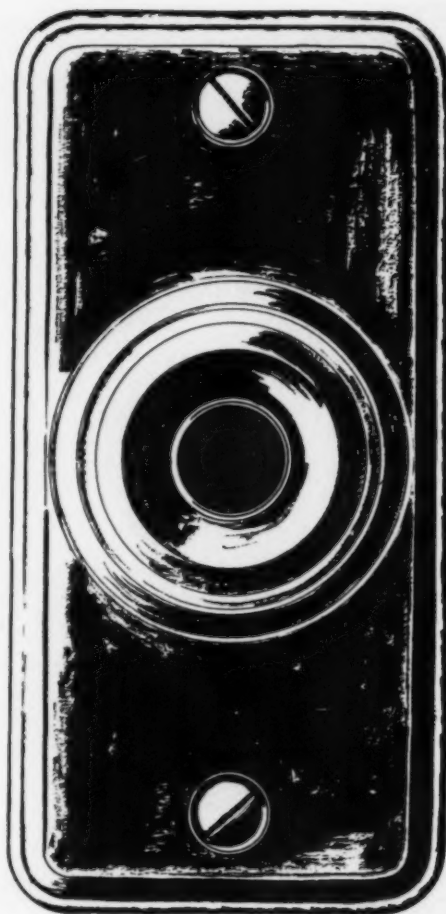
For Fast Market Saturation

Use transit advertising when you want fast action . . . use it as the vital link in your national campaign . . . because transit advertising sells all the way to the store.

When you want to move fast on a merchandising schedule, put the power of transit advertising to work. When you want to saturate a single market—or many markets—transit advertising can go to work in a hurry. Remember, when the buyer sets out to spend money . . . transit advertising sells all the way to the store.

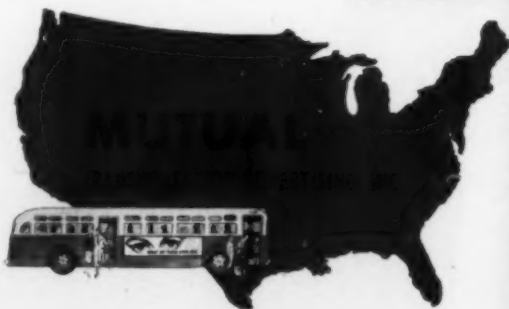
Here are five "red-hot" reasons why transit advertising will move people towards your product: (1) transit advertising gives the most economical coverage of the densely populated urban market—where there are the most people—where the most people buy; (2) you can select the size of showing to meet any market or money plans; (3) your message can run for 30 days . . . or as long as you prefer; (4) your product or package can be shown in full color—no extra cost for this space display; (5) repeat exposure occurs hour after hour—day in and day out . . . in the traffic areas where it counts most.

Ask us to show you *how* transit advertising can back up your total merchandising program . . . and sell your product or service all the way to the store.



Have you seen the Politz Survey?

Don't miss the facts revealed in the new Politz Study. Transit Poster Xposure documents 3,225 actual ad exposures per dollar. The story is all wrapped up in a sound-color film. Ask to see it. Or, write for the TPX Technical Report.



National Sales Offices

35 E. Wacker Drive, Chicago 1, Illinois
500 Fifth Avenue, New York 36, N. Y.

(Con
5.
in the
rate
sider
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Media/quotes

(Continued from page 28)

5. The lack of uniformity not only in the mechanical end but also in the rate card discourages him from considering newspapers for national coverage. By our rigid individualistic policies, we force a national advertiser to think of newspapers in terms of a local medium.

6. He is not encouraged to use newspapers because of a complete absence of a workable discount plan for national advertisers.

Almost a year ago, the AANR came up with a suggested discount plan that was built on frequency first with the discount being given on the bulk (Continuity-Impact-Discount Plan). This was a step in the right direction, but we felt the plan needed further refinements. Under the direction of Lisle Baker, the Louisville *Courier-Journal* came up with a plan that we felt had many of the necessary refinements.

C-ID must have the support of many more newspapers to make it effective nationally. — OWEN TOLE, of Erie (Pa.) *Times-News*, before conference of Pennsylvania Newspaper Publishers' Association and Interstate Advertising Managers Association, Harrisburg, Pa.

NO BEST DAY OF WEEK

I have been asked often "What is the best day of the week to advertise in your newspaper?" Any day is a good day to advertise in a newspaper just the same as any day is a good day to buy a one-way ticket from Cuba.

Many advertisers, probably influenced by the food stores, believe Wednesday and Thursday are the only good days. One of our advertisers decided to run a special Monday sale and advertised it on Saturday. He expressed great surprise and delight to find the sale a big success. However, he's still skeptical about Saturday advertisements and hasn't run another such gimmick since. — GEORGE H. HEINTZELMAN, president, Pennsylvania Newspaper Publishers' Association, before that group in Harrisburg, Pa. ■

Get The LION'S Share of the

Upper Income Market



The LION Magazine

delivers an audience of

505,101 paid subscribers

with an average annual income of

\$12,370.00

at a page cost of only

\$2.67 per thousand



What is a LION?

- He is a loyal, active member—by invitation only—of Lions International, the world's largest service club organization.
- He is a business executive or professional man.
- 74% are business owners, presidents, vice presidents or other corporate officers.
- He is a family man, age 45, with two teen-age children.
- He is a sportsman, and an avid hobby enthusiast.

Get ALL the facts on this kingly market

A recognized market research firm recently completed an accurate, unbiased and completely independent study of THE LION market, based on personal interviews. You'll find all the exciting facts interestingly presented in the easy-to-read booklet, "CAPTIVE . . . BUT NOT CAGED." Telephone, write or wire Robert F. Chana, Advertising Manager, for your copy—today!

THE
Lion
MAGAZINE

209 N. MICHIGAN AVE.
CHICAGO 1, ILLINOIS
Telephone: ANdover 3-2500

Photo Roundup of Annual Media Awards Luncheon



C. L. Botthof, president of Standard Rate & Data Service, Inc., was master of ceremonies at the Annual Media Awards luncheon sponsored by MEDIA/SCOPE, in New York last month.



Chatting before Annual Media Awards luncheon are (left to right): Leslie D. Farnath, vice president in charge of N. W. Ayer's media department; William E. Matthews, vice president, Young & Rubicam; Walter E. Botthof, chairman of the board of Standard Rate & Data Service, Inc., and publisher of MEDIA/SCOPE.

Albert W. Moss (left), advertising director of MEDIA/SCOPE, discusses Annual Media Awards with Dr. Wallace H. Wulfeck (center), executive vice president, William Esty Company, Inc., and Sherwood Dodge (right), marketing vice president, Warwick & Legler.



Alfred Politz receives the bronze plaque for significant public statement from Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Sons, Inc.



Two judges: William E. Matthews (left), vice president, Young & Rubicam; Lawrence J. Hubbard (right), vice president in charge of research, Doherty, Clifford, Steers & Shenfield, Inc.



Wallace Elton, vice president, J. Walter Thompson Company, representing Ford Motor Company, receives the bronze plaque for media techniques from William E. Matthews, vice president and director of media relations and planning, Young & Rubicam.



Pleasant moment is shared by Robert E. Kenyon, Jr., (left) president, Magazine Publishers Association, and Elliott D. Odell (right), vice president, *Farm Journal*.



J. L. Craig, president of Business Newspapers Association of Canada, receives the bronze plaque for media research from Dr. Wallace H. Wulfeck, executive vice president, William Esty Company, Inc.



Alfred A. Whittaker, vice president and director of advertising, Bristol-Myers Products Division, who was general chairman of the 1960 Annual Media Awards, made the principal address. At head table at right is Dr. E. L. Deekinger, vice president and media director, Grey Advertising Agency, Inc., who was general chairman in the previous year.



Researchers meet: Dr. Albert D. Freiberg (left), president, Professional Research Associates, Inc., and Dr. Daniel Starch (right), Daniel Starch and Staff, who received a certificate of merit for media research.



In serious discussion (left to right): Charles Mitchell, consultant, Daniel Starch & Staff; Robert J. Eggert, marketing research manager, Ford Motor Company; James P. Wood, research office, and Dr. Donald M. Hobart, senior vice president and director of research, Curtis Publishing Company.



Borden Foods Company executives, William H. Ewen (left), director of advertising and promotion, and R. E. Kahl (center), assistant vice president in charge of marketing cheese and allied products, meet with Miles Wallach (right), M. A. Wallach Research, who received bronze plaque for significant public statement in previous year.

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More Good Media Research in 1959 Than Ever Before, Says Whittaker

*But urges advertisers and agencies
to make more generous use of it.*

"THERE'S NO DISPUTING the fact that there has been more good, useful, and potentially valuable media research conducted in the past year than in any year to date. I use the expression 'potentially valuable' advisedly, because I believe many of us fail to put media research to work for us as hard as we should." This was the theme of the address given by Alfred A. Whittaker at the Annual Media Awards at the Waldorf-Astoria last month.

Mr. Whittaker, vice president and director of advertising, Bristol-Myers Products Division, who served as General Chairman of the Awards, pointed out that it is the advertiser who ultimately pays for media research. Advertisers would do well, he says, to take more seriously the probability that they helped support research projects handed to them by the media in which they buy space and time. Mr. Whittaker is not convinced that publishers, station owners, and network heads underwrite their research out of profits. He has always had a hunch, he said, that media research costs, just like other costs, directly affect the rates paid for a page or for a minute of commercial time.

The advertiser who reminds himself of the stake he has in this research will take it more seriously, put it to work harder, and insist on getting data that is better oriented to solving his problems.

He pointed out that media research has always been a seller's tool—the means by which a publication or station can document its own strengths or demonstrate the weaknesses of its competitors. As a selling tool, media research has been used uniformly, aggressively, and in many cases intelligently and with finesse; but has the buyer been equally diligent and aggressive in understanding, interpreting, and translating findings into action? "How long has it been," Mr. Whittaker asked his audience, "since you dusted off that survey on the window sill in your office or pulled that presentation out of the bottom drawer of your desk? How long has it been since you really took one of those studies, rolled up your sleeves, and dug into it, and acted as though you'd paid for that research yourself?"

Last, he voiced the hope that media research might in the future be aimed more directly at some of the real needs of agencies and advertisers. He pointed to the fa-

vorite indoor sport of criticizing media research for its documentation of the same old themes: *we reach more people, better people, more often, at lower cost.* He blamed advertisers and agencies indirectly for this, calling for better communication of the advertiser needs to media.

Advertisers and agencies, said Mr. Whittaker, will have to guide media in the planning of research; those at the buyer's end of the line must take a more active rather than the customary passive role in media research. Media people, he believes, would be receptive to suggestions from advertisers and agencies; and such a show of interest and direction would result in better and more efficient media research.

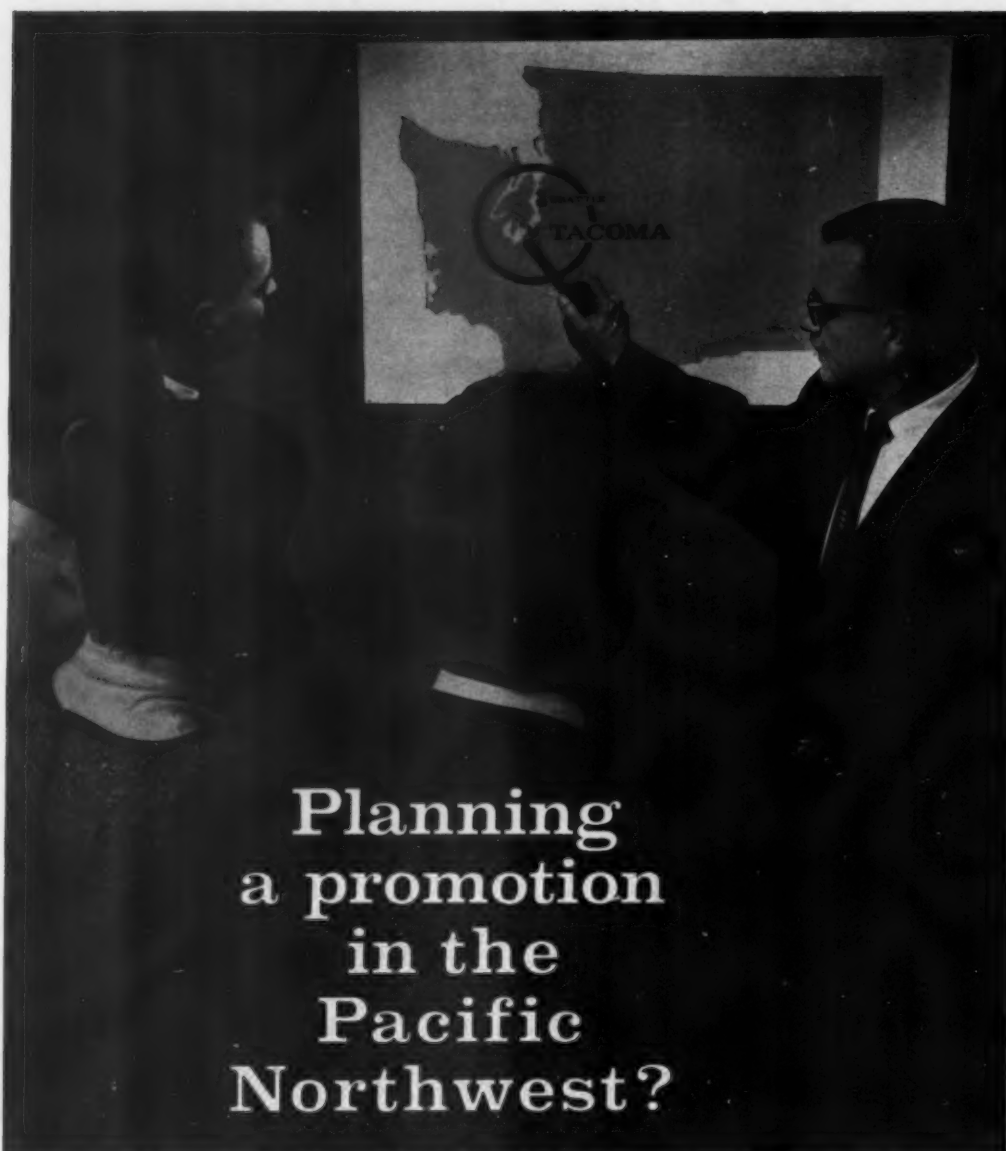
Botthof Emphasizes Media Buying

C. L. Botthof, president of Standard Rate & Data Service, speaking at the same Awards luncheon, pointed to the constantly greater importance of media management in advertising. He cited increasing in-company recognition of outstanding work by the men and women in media buying, a day-after-day activity, with managements depending with constantly greater certainty on those who make media-buying decisions.

There is good reason, he said, for media buying to take a more important seat at the council table. Exciting, new techniques are being fashioned. Technical skills are growing sharper, as reflected by the outstanding entries in the most recent MEDIA/SCOPE Awards.

Mr. Botthof pointed in particular to the large number of entries in the media research classification alone (96 entries requiring two full days of tough comparative appraisal by the panel that judged the awards).

The large number of entries and the quality of the entries shows, he said, creative media thinking, media research which clearly blueprints media markets, and media techniques that help put a new face on and breathe life into stories which of necessity must be oft-repeated—all three of which call for a combination of skill, ingenuity, and courage. ■



Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle and Tacoma *at the same time*. When distribution and merchandising is set in *both* metro areas, the advertising breaks.



Unless it breaks in Tacoma *at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by any *outside* newspaper or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

QUESTION:

Please describe the most helpful pitch you ever heard from a television representative.

ROBERT F. ANDERSON, time buyer, Sullivan, Stauffer, Colwell & Bayles, Inc.—The most helpful way for a representative to submit availabilities is to first screen them to fit the product and its marketing aims. Submission of everything in the house without necessary forethought on the sales-



man's part means wasted time for both time buyer and salesman. It is also helpful if the representative tells the buyer what his station can do for

the product, rather than what other stations in the same market can not do. Following these suggestions helps us give our clients better, faster service. It also helps the representative make his sale.

EDITH CURTISS, media manager, Botsford, Constantine & Gardner, Inc., San Francisco.—The most helpful spot pitch recently made to us came from Bill Peavey of John Blair Associates. It was for KTTV, Los Angeles. It was a combination film-personal pitch and gave complete information on the station's



"image" in the Los Angeles market, consumer coverage and influence, influence on retail food distributors, and merchandising

policy and effectiveness. With it went an up-to-date story on the changing Los Angeles retail food situation with valuable information on importance and policies of individual operators. It was very well done, and not only gave a picture of KTTV potential, but also served as a basis for comparison with other Los Angeles TV stations.

LYOYD W. DURANT, vice president, TV-radio director, Parkson Advertising Agency, Inc.—Several years ago a representative proposed a TV spot campaign for a particular region. I had to say "no," because our client was bypassing this market. Why? A local competitor was using a "made

by . . . in . . . and for our community" appeal with telling success. Our print campaign, aimed at the national market, only seemed to add fuel to the competitor's fire. When the rep was

told we were being treated like enemy invaders, he said, "The best way to defeat your enemy is to make him your friend. Why not try a few friendly TV spots and see?" We did, using local personalities. It worked. We made friends and gained a healthy share of the market.

CLIFFORD BOTWAY, media supervisor, Ogilvy, Benson & Mather, Inc.—It is impossible to select one from thousands, but the best provide information beyond readily available rating information, set count, and market data. They cover a station's public service record, news handling, promotional efforts, etc., in relation to its competition. Second, a view of the station's management, operating techniques, and facilities, all of which contribute to a station's "profile," and which are hard to evaluate from published data. Third and last, the station's view of published information when there is question as to the interpretation, due to special circumstances.



USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—993,275

Editorial vitality is reflected by the largest newsstand sale of any 50¢-or-over magazine, 6 mos. aver. 808,596. In addition, Playboy has 186,695 subscribers. Total monthly circ. 993,275 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one authoritative study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

28.6 is the median age of Playboy's male readers; 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

\$7,036 is the median income of the Playboy household (highest figure reported by Starch for any men's book).

MARITAL STATUS

94.0% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

URBANITY

73.2% of all Playboy households are located in the 165 major metropolitan areas. This figure exceeded only by The New Yorker and newspaper supplements.

APPAREL

29.9% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

65.3% of all Playboy male readers took still pictures in the past 12 months. 46.1% used flash bulbs. 29.5% have an exposure meter. Each of these figures is higher than that reported for any other men's magazine in Starch Report.

TRAVEL

24.0% of Playboy households spent over \$200 on business travel during past 12 months. 37.1% spent over \$200 on vacation travel.

AUTOMOBILES

50.6% of all Playboy households bought an automobile during the past 12 months. 6.1% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any magazine.

TOBACCO

77.8% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

85.3% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also 1st on beer—79.5% and whiskey—76.6%.

INSURANCE

34.4% of Playboy households purchased life insurance during the past 12 months. In this characteristic of responsible stability, Starch ranks Playboy 2nd only to Parents.

HOUSEWARES

A larger percentage of Playboy families bought new automatic washing machines, electric coffee makers, fans, steam irons, toasters and television sets during the past 12 months than those receiving any other magazine. More proof that the Playboy reader is at his peak period of purchasing.

RESPONSIVENESS

Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "... the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy. We expected inquiries but none in that great amount!"

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/8 page ad in Playboy has produced 10,208 inquiries—25% more returns than their second ranking magazine produced in nine months.

The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

232 E. Ohio/Chicago/Mi 2-1000
720 Fifth Avenue/New York/Gi 5-2620

Men of the Month in Media

His Job—Research Futures At ARF

The opportunity for growth in advertising research, according to the new director of development for the Advertising Research Foundation, lies in greater use of existing facilities and also in basic research projects. It is for the purpose of initiating greater use of regular ARF services as well as new projects of importance to the entire advertising research business that this newly-created post has been assigned to Cyrus C. Young, formerly a research account executive with BBDO and Ted Bates, Inc.

Areas in greatest need of exploration, says Mr. Young, are operations research, motivation research (or psychological research, as he prefers to call it), and statistical analysis.

Progress in the use of psychological studies and of mathematics in marketing are, he says, "in the twilight zone."

These are, at the moment, he says, still wide-open areas. "Motivation research has been abused and misused and needs greater understanding and wider application. Operations research will lead to the integration of advertising and marketing with all other elements that control American business. Within the next 10 years we



ARF's Cyrus C. Young: Research account executive of the Foundation.

will see a new kind of well-rounded research man emerging."

ARF activity, as Mr. Young sees it, must expand not only in its guidance work, but also into research projects that will be ARF-managed. At the present time, he maintains, growth is

good in regular appraisal and consultation work (wherein ARF technicians on staff or on member committees help other members to improve advertising research techniques and reliability). There were eight consultation projects in 1958, 18 in 1959, and there will be more than that in 1960. This work will continue to expand, and exert greater influence in advertising research. But added to this, says Mr. Young, there should be new projects oriented to the ultimate goal of developing laws of persuasion that can be applied in any business.

Mr. Young brings to his job the point of view of a research account executive; he will be counted on by Alcuin W. Lehman, managing director of ARF, to work in a rather similar capacity with ARF sponsoring organizations. His assignment in brief: *to help sponsors make more and better use of ARF.*

New Strong Man For FCC

The Federal Communications Commission has in its new chairman, Frederick Wayne Ford, a strong man who is expected to do for FCC what Attorney General William C. Rogers has done for the Department of Justice: tighten the interpretation and observance by business of laws already on the books. Like Rogers, for whom he worked until moving to FCC as a commissioner in 1957, Mr. Ford is a career lawyer who zealously guards his reputation for personal integrity as well as the integrity of his office.

The result will be much stricter enforcement of the FCC mandate to see to it that broadcast stations operate in the public interest. To Mr. Ford this means that FCC has the job of influencing program content in general without exercising censorship in detail. But where does a government lawyer draw the line? This is Mr. Ford's difficult assignment.

One indication of how he will operate lies in his repeated suggestion that individual stations be required to file their own briefs describing how they operate in the public interest. Another indication stems from his insistence that FCC should de-

velop "a reasonably well defined policy" on programming.

It can be seen from this that Mr. Ford lines up on the side of industry self-regulation, and on the side of a published platform of FCC-approved practice.

The mere fact that a strong-minded lawyer is now boss of FCC will firm networks and individual stations in



FCC's Frederick Wayne Ford: Strict lawyer in top spot.

their resolve to stick to the rules of the industry as written by NAR. Space buyers can expect less leeway in bargaining as a reflection of broadcaster caution over Mr. Ford's appointment.

Personally, Mr. Ford is serious minded, intent on a legal approach to his job, possessed of a love of American history, a family man, and—in *off-hours only*—a teller of tall tales about the mountain folk in his native West Virginia.

Wesley Nunn Retires

Wesley I. Nunn, advertising manager of Standard Oil Company (Indiana) and a pioneer in county-by-county allocation of advertising funds and media selection, has retired. Mr. Nunn has been for more than 25 years a key figure in organized advertising in the Midwest. He is a graduate director of The Advertising Council, a past chairman of the board of both the Association of National Advertisers and the Advertising Federation of America, a former secretary and director of the Audit Bureau of Circulations, and a past president

(Continued on page 40)

everyone gets into the act!

Management groups from every type of Institution are faced with problems of maintenance, housekeeping and sanitation. Now that the cost of these operations has jumped to 14.2% of the operating budget, executives count on INSTITUTIONS Magazine for the final word on new techniques, tools and materials.

Housekeepers from all over the country requested reprints of a recent article on housekeeping management and many hospitals, schools and restaurants rent our slides on training of personnel three or four times. There's equally strong playback in the 14,000 extra copies of the article "Floor Safety is No Accident," ordered by operators, associations and companies.

INSTITUTIONS Magazine's editors deliver the information their readers want and expect. If you have a product used in maintenance, housekeeping or sanitation, discover how easy it is to convert this interest into sales.



dynamic
editorial
performance

Institutions®



MAGAZINE OF MASS FEEDING/MASS HOUSING
1801 PRAIRIE AVE., CHICAGO 16, ILL.

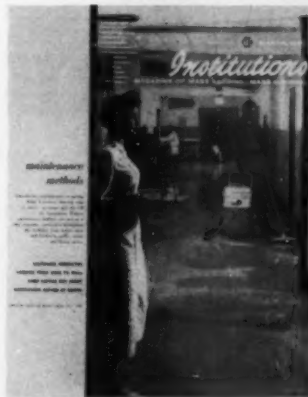
Media/scope, May 1960



Decorating Editor Madelin Severson, right, takes in Carpet Clinic of National Executive Housekeepers Assn. with Mary Calahan and Helen Dorn of Sheraton Corporation of America.



Food Service Editor Ralph Cunningham, above left, inspects steam cleaning sanitation methods in Wrigley Building Restaurant with Chef Kenneth Bonato. Building Editor Paul Glaman, below center, checks progress of boiler room remodeling with General Manager Edward Toole and the Maintenance Supervisor of Chicago's Oxford House Motor Hotel.



Call us or Consult Your Advertising Agency

This man is "Ready-to-Buy"



Coming soon...a new way to reach
your most valuable market...
the people who are "Ready-to-Buy!"

LITTLE ROCK

The Facts Stated Simply:

We feel the Arkansas Gazette is fully justified in asking that you and your associates study, discuss and consider carefully the placing of National Advertising schedules in Little Rock. We make a further suggestion that this is one of the times in this country when some of the normal yardsticks applied bear very deep examination.

The Arkansas Gazette is one of the outstanding newspapers of the country and the South from a publication standpoint, maintaining substantial leadership in news and editorial content.

The Arkansas Gazette is not only maintaining advertising leadership, but does so in nearly all the important major areas—see Media Records.

Because the Little Rock problem is so readily recognizable as having no modern-day parallel, we sincerely suggest and urge you and your associates to continue to place your national advertising schedules in the Arkansas Gazette.

Oldest Newspaper West of the Mississippi — Established 1819

Arkansas Gazette

Represented Nationally by The John Budd Company

(Continued from page 38)
of the Chicago Federated Advertising Club.

New advertising manager of Stand-



Wesley Nunn: selected media by county of impact.

ard Oil Company (Indiana) is Robert B. Irons, who joined the company 24 years ago and has been assistant advertising manager since 1957. Karl Mueller, district manager at Saginaw, Mich., became assistant advertising manager.

ARF TECHNICAL COMMITTEE

New media members of the Technical Committee of the Advertising Research Foundation are Julius Barnathan, v.p. affiliated stations, director of research, American Broadcasting Co., Newell Meyer, consumer research manager, The Milwaukee Journal, Richard Ostheimer, research director, *Life*, Robert Sorensen, research director, *This Week*, and Wallace Wegge, research director, *Look*.

NEW TV SUPPLEMENT

First issue of *TV Channels*, weekly, four-color newspaper supplement, will appear in Sunday papers on June 5.

REGIONAL, SPLIT-RUN LISTING

A second edition of MAB's "Magazines Offering Split-Run and Regional Advertising" lists 124 magazines, with summaries of editions provided by each.

RADIO ADVERTISER AREAS GAIN INTEREST

A total of 36 agencies are participating in Adam Young's "Advertiser Area" survey of Hartford, Conn. This is the third market whose radio audience coverage area, to be surveyed by Pulse, has been based on advertiser rather than station objectives.

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e, May 1960



In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

A Member of Million Market Newspapers, Inc.

Now ready...one of the most accurate measures of media ever made!

This latest Politz report reveals comparative advertising page exposures for four magazines—including the number of times an advertisement for a particular product will be looked at by good prospects for that product

What is the *most accurate* measure of an advertising medium?

More and more advertising executives believe that it is *advertising exposures* . . . related to audience quality and cost.

As you know, an advertising exposure figure measures the number of times an advertisement is *looked at*. This measurement clearly reflects the medium's basic responsibility to its advertisers: to place the advertising before its selective audience. It is not distorted by factors within the advertising itself.

Now applied to four magazines

Alfred Politz' first study of advertising page exposures was made for the Saturday Evening Post only, and hence provided no basis for comparisons.

His new research covers Reader's Digest, the Post, Life and Look.

These new figures now permit highly accurate comparisons among the four magazines. And they permit more meaningful comparisons of these magazines with other types of media, such as television. For example, the research shows how many *repeat* exposures are delivered by each magazine. This is a valuable bonus that

cannot be provided by broadcast media—unless the advertiser pays to repeat his commercial.

32,000 interviews

Through interviews with 32,000 people, this information is now available *for each of the four magazines*:

- number of *issue exposures* (total and per reader)
- number of *advertising page exposures* (total and per reader)
- *audience composition*, in terms of age, sex, income, education, geographical location, number of children, home ownership, etc.

In each interview, 116 questions were asked concerning the family's possessions and recent purchases. Scores of major consumer products and services were included—cars and trucks, food, clothing, insurance, leisure products, appliances, soap, etc. Your own product category is probably included.

In each category, the figures are related to advertising page exposures (total and per person) showing the likelihood that a good prospect for a product will look at an advertisement for that product.



To obtain your copy, ask your representative of Reader's Digest, or send the coupon below.

For example, if you sell travel, you will find that a single advertisement in the Digest will be exposed 43,553,000 times to people who have taken trips during a recent 12-month period.

If you sell life insurance, you will see that four out of five Digest readers live in families protected by life insurance . . . and that an advertisement for insurance will have 49,292,000 opportunities to make a sale to good prospects.

This new research permits more meaningful comparisons between magazines and television. You will find, for example, that 1000 exposures in the Digest cost less than half as much as on TV.

Send for your copy today

This research was co-sponsored by Reader's Digest and Saturday Evening Post. The 84-page report is free to advertisers and advertising agencies, is available to others at \$5 per copy. Send for your copy today.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly

	Exposures per advertising page in one issue	Advertising page exposures per reader	Cost per 1000 exposures
READER'S DIGEST	60,947,000*	1.7*	59¢*
POST	30,861,000	1.3	85¢
LIFE	30,110,000	1.0	98¢
LOOK	30,702,000	1.1	84¢
ALL 4 MAGAZINES	152,620,000	2.3	77¢

*On the average, people will look at your advertising page in Reader's Digest 60,947,000 times. This amounts to 1.7 exposures per Digest reader. With a black-and-white page, the cost per 1000 exposures is 59¢.

Fred D. Thompson, Dept. 13, Reader's Digest
230 Park Avenue, New York 17, N. Y.

Please send me a copy of the new Politz report (free to advertisers and advertising agencies; \$5 per copy to others).

Name _____

Title _____

Company Name _____

Company Address _____

The most important events in your life

... are almost invariably related to, or shaped by the news. Think, for a moment, of the big decisions regarding your work, your income, your family savings. They're all linked to what is happening and what will happen in the world around you.

It follows too, that the more important you are, the greater are your responsibilities and decisions, and the more attentive you are to the important news of our day.

This is what makes news magazines such a vital advertising medium today. And this is why, among such media, "U.S. News & World Report" stands out as ...

The most important magazine of all



"U.S. News & World Report" is the only magazine devoted exclusively to the important news of the nation and the world. Its purpose is to inform rather than entertain.

It prints more pages of news than any other news magazine.

It is the only magazine so thoroughly read by so many important people in business, industry, finance, government and the professions ... for the usefulness of its content.

Ask your advertising agency for the documented facts on the growing recognition of "U.S. News & World Report" as the important magazine ... from your standpoint, very likely the most important magazine of all!

U.S. NEWS & WORLD REPORT



America's Class News Magazine

Now more than
1,150,000
net paid circulation

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y. • Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London

How Media Strategy Is Developed In the Marketing Concept



G. MAXWELL ULE, senior vice president, was principal speaker at marketing seminar which brought together media, research, TV-radio, and merchandising departments of Kenyon & Eckhardt.

Kenyon & Eckhardt holds four-day seminar to orient agency around marketing concept, and shows how its media strategy is developed.

KENYON & ECKHARDT has been working for three years on the project of orienting its organization around the so-called total marketing concept, and last month held a four-day seminar in New York to that end. Those who attended were 45 supervisory executives for K&E offices in New York and elsewhere in the U. S. and Canada. They were all from the agency's marketing services department. This department includes personnel concerned with media, research, merchandising, and TV-radio.

Stephens Dietz, vice president and merchandising director, who opened the first day's meeting, explained that the marketing concept is being accepted rapidly by clients, and that the latter expect their agencies to integrate their activities in marketing, advertising, and promotion so that the most effective solutions to the clients' marketing problems are achieved.

The marketing concept was explained by G. Maxwell Ule, senior vice president, as resulting from a

shift from a production-centered economy to a sales-centered economy. Questions that manufacturers are asking themselves, he said, are: "What can we produce that will have the most acceptance at the market level? How can we maximize profits? How can we minimize distribution costs?" The increasing difficulty that corporations meet in making profits, largely as the result of their higher costs, underline the need for greater marketing efficiency, Mr. Ule stated.

Since the marketing concept is oriented toward consumers and profits, it is implied that the functions of the agency must be coordinated to the execution of a general marketing plan. The marketing concept also implies that the agency justify the size of advertising budgets, its media strategy, and its copy and creative platform, and that it also give objective evidence of stewardship to the client, and offer marketing counsel and guidance in depth to the client. This, said Mr. Ule, adds up to professionalism.

Marketing Plan

If the agency is to be oriented around the marketing concept, it must operate on a marketing plan. A summary of the remarks by Mr. Dietz describes the marketing plan as follows:

"The formal definition of a marketing plan that we have adopted at Kenyon & Eckhardt is 'All planning required to set and meet sales objectives.' More informally, we say that

a marketing plan answers the question, 'Where can I get the sales and profit I require?'

"At Kenyon & Eckhardt we prepare marketing plans according to specific outlines that have been set up with great thought and consideration. The first and most important reason we do this is that a marketing plan provides in one place a sound basis for all professional account activities. In it we have the relevant facts, the problems and opportunities, the agreed objectives, and the strategies recommended to attain them.

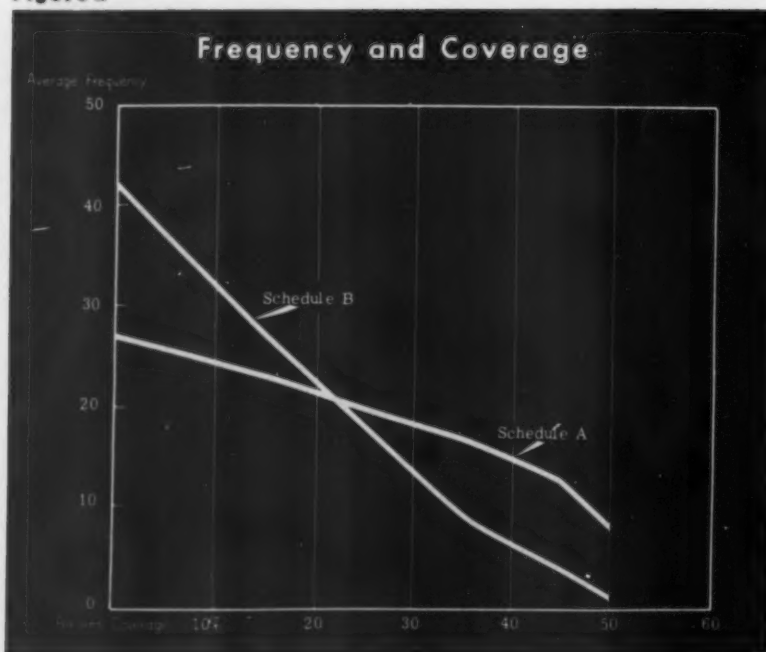
"A marketing plan is a rehearsal for the action which takes place in the market as a result of implementation of the marketing plan. In writing, preparing, and hammering out agreement on the basis of the plan, we have a chance to test logically and with the criticism of the client the soundness of our plans. At the same time, the marketing plan puts together all of the pieces of the work of our various departments, so that the total effect of our recommendations can be judged and their interrelationship seen clearly.

"There are two important secondary benefits. In the first place, the marketing plan is an instrument of communication to all of our personnel working on the account. You who have worked on accounts where you have a complete and well-documented marketing plan know the difference as compared with your attempts to work on accounts where no such plan exists. You have clear direction

Figure 1

CONSCIOUS IMPRESSIONS					
Medium and Advertising Unit		Conscious Impressions per Ad Unit (100's)	Average No. Ad Units Purchasable for \$200 - \$225,000	Cost of "Schedule"	Total Conscious Impressions C-1
Magazines	One Page 4-Color				
	Reader's Digest	11,620	3	\$201,300	55,100
	Life	9,830	5	222,000	49,150
	Good Housekeeping	5,940	6	207,000	53,460
Sunday Supplements	One Page 4-Color				
	This Week	9,230	4	200,600	36,920
Daily Newspapers	1000 Lines B&W				
	All papers w/ 250,000 circulation or more	8,210	4	228,100	24,840
Television	One Comm'l. Minute				
	Nighttime Network	5,930	4	200,000	35,580
	Daytime Network	2,300	33	200,000	72,600
	20 Seconds				
	Spot - Class A - in 130 top markets	3,230	10	218,000	32,300
Radio	One Minute Participation				
	Daytime spot nationally	870	110	200,000	95,700

Figure 2



where you have a marketing plan. You have agreement on facts. When new people are brought in to work on the account at any level, a reading of the marketing plan, plus updating of recent changes, gives them the best possible bird's eye picture of the situation of the marketing operation on that account.

"In addition to being an instru-

ment of communication, the marketing plan shows with a clear light the gaps in our information, both on our part and on the part of the client, and gives us the chance to make recommendations to eliminate these gaps."

Media Strategy

Another day of Kenyon & Eckhardt's marketing seminar was de-

voted to media; and more specifically, to the coordination of media strategy with marketing policy. The presentation was in four sections: media strategy, from the point of view of media arithmetic (coverage, frequency, impressions analysis, cost analysis); media strategy and audience characteristics; media tactics; and media tactics in network television programming.

The first section on media strategy, delivered by K&E's young (31) supervisor of media research and sales analysis, Marvin Antonowsky, centered on a concept called "conscious impressions," which is K&E's way of cutting media numbers down to marketing size. Very simply, conscious impressions are K&E's estimate of the number of prospects who note a print advertisement or a broadcast commercial. This figure is arrived at by taking the standard audience measurements and reducing them by a factor or percentage that K&E considers to be reasonable.

For example, among magazines the base is total audience; the unit measured, the four-color page. K&E's researchers estimate that about 70 per cent of a magazine's households note such an advertising page (this is somewhat higher than Starch averages because, says Mr. Antonowsky, "Starch tends to understate magazine advertising audience because interviews are not made until a week after issue"). Primary audience is therefore reduced by 30 per cent. A 60 per cent factor is applied to secondary (pass-along) audience because the Advertising Research Foundation's "Printed Advertising Rating Methods" discovered that secondary audience is about 80 per cent as effective as primary audience. Very roughly, 80 per cent of 70 per cent (the primary audience factor) yields about 60 per cent (the secondary audience factor).

Newspapers are treated rather less kindly; only 30 per cent of their circulation (pass-along is considered negligible) qualifies as "conscious impressions." (Figure 1.) This is derived from Starch's Adnorms data on noting of newspaper advertisements of the 1,000-line size. In this case,

Mr. A. figure reached week Re comm NBC- five y merc pro thirds averag iments These the Ni and t from minute The s comm Mr. D basis there more s The Mr. A pressio "evalu these n Mr. point c limitati makes commu media l consum cation qualitat dia." Factor A go influen distribu tion. F postulat of whic holds w consciou two sch number against posed. F in balan As an distribut media

Mr. Antonowsky accepts the Starch figure as an accurate reflection of readership because "papers are measured the day after issue, instead of a week after, as in magazines."

Reduction factors for television commercials are derived from an NBC-Starch study conducted about five years ago that revealed that commercials embedded within a network program are noted by some two-thirds of the households tuned to the average minute, while spot announcements are noted by only one-third. These factors are therefore applied to the Nielsen Average Audience figures and to the spot ratings developed from them (i.e., audience for one-minute or 20-second commercials). The same data are applied to radio commercials, incidentally, although Mr. Dietz admits that the research basis is rather shaky. His defense: there is nothing else in radio of a more solid nature.

The net of all this arithmetic, says Mr. Antonowsky, is conscious impressions, which enable K&E to "evaluate the relative efficiency of these media using a single yardstick."

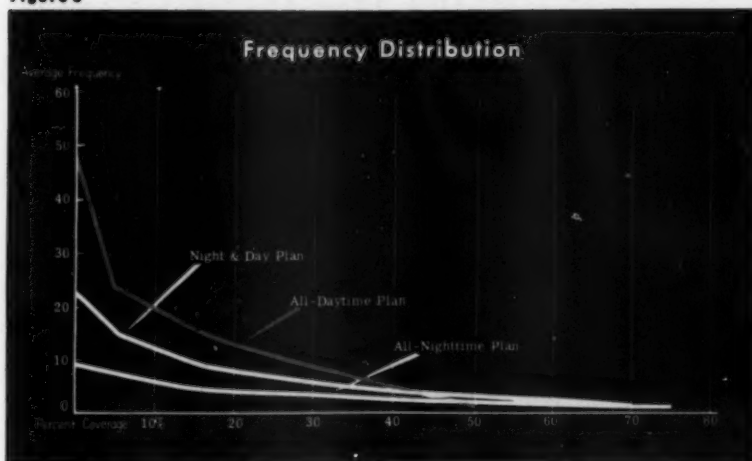
Mr. Antonowsky was quick to point out that the method has some limitations. "Chiefly," he says, "it makes no allowances for the fact that communication delivered by some media have a greater influence on the consumer than comparable communication in other media—the so-called qualitative differences between media."

Factor of Frequency

A good deal more was made of the influence of frequency and frequency distribution analysis in media selection. For example, Mr. Antonowsky postulates two media schedules, each of which delivers 5.2 million households with an average frequency of conscious impressions of 20. But the two schedules differ greatly in the number of impressions applied against the group most heavily exposed and the group most lightly exposed. Figure 2 reveals the difference in balance of coverage.

As an example of how frequency distribution analysis contributes to media selection, Mr. Antonowsky

Figure 3



presents this problem: A client's market is a broad family market, with the accent on the housewife as purchasing agent. Three alternative network television schedules have been proposed:

- To buy three participating commercial minutes weekly, one in each of three nighttime programs.
- To buy 20 commercial minute participations weekly in four daytime programs.
- To buy an average of 1.5 participating commercial minutes weekly, one in each of two nighttime programs (one weekly, one alternate-weekly); plus 10 daytime commercial minute participations weekly, in three daytime programs.

Analysis begins with the four-weeks' cumulative coverage and average frequency of the three schedules. The all-nighttime plan offers 75 per cent coverage of U. S. TV households, and an average of 3.20 commercial minute messages per home reached. The all-daytime plan offers 50 per cent coverage, and frequency of 11.20 commercial minutes. The combined nighttime-daytime plan covers 70 per cent of U.S. households with 5.71 commercial minute messages per home.

To this analysis is added a frequency distribution profile, reproduced in Figure 3. The daytime plan concentrates most of the impressions among some 20 per cent of the audience. The nighttime plan, though

very broad in coverage, does not apply as many as 10 impressions against any segment of the audience. The conclusion, says Mr. Antonowsky: "In the light of our client's marketing needs, the night-and-day schedule is selected because the nighttime component will afford the necessary broad coverage base against the family unit; the daytime component will enable us to buy concentrated frequency against housewives—at low cost. The same principles are applicable in the selection of magazine schedules, or combination media buys, where market selectivity is important."

Who and Where?

Not *how many*, but *who* and *where* were the subjects covered in the presentation's second section, delivered by Philip Kenney, K&E vice president and associate media director. Mr. Kenney concentrated on the media arithmetic necessary to measure the nature and cost of the audiences delivered by the various media, and the comparisons between media. The arithmetic itself is simple, but some of the conclusions drawn from the computations are unusual.

Geographic coverage. On the surface, said Mr. Kenney, matching media to a product's distribution would appear simple, because there is such a variety of choices. But, he added, "limitations set in. The regional opportunities are much less

Figure 4

PRINT MEDIA COMPARISONS For Advertising A Specific Product

Publication	Total Readers (000's)	Average "Effective" Readers (3 Weighting Factors)*	Cost Per Page 4-Color	Cost Per 1000 Eff. Readers
Life	29,500	41,300	\$39,500	\$.96
Saturday Evening Post	21,200	29,400	37,095	1.29
Look	25,400	36,000	34,540	.98
American Home	11,370	15,900	19,510	1.16
Better Homes & Gardens	15,350	21,100	25,780	1.22
Readers Digest	34,030	46,700	38,750	.83
Good Housekeeping	11,670	16,100	21,000	1.30
TV Guide	16,380	23,100	19,500	.84
Ladies' Home Journal	12,540	17,500	29,100	1.66
McCall's	11,920	16,700	26,050	1.56
This Week	23,890	33,500	46,230	1.47
Parade	16,950	21,200	33,600	1.58
1st 3 Markets	11,420	16,500	19,300	1.17
Sunday	34,040	47,800	46,300	1.03
American Weekly	19,220	24,400	36,100	1.60
Family Weekly	7,930	10,900	17,600	1.61
Average General Magazine				.98
Average Supplement				1.35

*Metropolitan area, presence of children, age of household head.

than the national, and the local opportunities are still more confining." Only five of the eight basic national media can be bought locally (news-papers, spot radio, spot TV, supplements, outdoor), and one of these is limited (supplements). More important, he added, the values change when the focus is shifted from national to local. The importance of this lies in the testing phase of a campaign. An advertiser proposes to spend \$5.2 million annually on a new product, primarily in network television. To test the campaign, six test cities are selected. Together they represent some 3 per cent of the total U.S. market. Logically, the advertiser should spend \$156,000, or 3 per cent of the national budget, on the test. But in order to obtain the same reach and frequency expected in the national television campaign (70 per cent coverage, a four-week frequency of 2.3 conscious impressions), the advertiser must spend at a national rate of \$6.4 million in the test cities.

Depth of market penetration. In every national medium, there exists some degree of imbalance in market penetration from one part of the country to another. Magazines, for example, tend to follow population rather closely—except in the South, in which magazine penetration is low. The remedy, said Mr. Kenney: the

use of supplementary media, such as *Progressive Farmer*, to beef up national magazine coverage in the South. Far more marked are the idiosyncrasies of network television. One K&E client, who uses four strong TV shows to advertise its products, found that the combination developed 70.5 rating points nationally, but ranged from 91.9 in Seattle-Tacoma to 45.4 in Minneapolis-St. Paul. "Most advertisers," said Mr. Kenney, "are aware of these inconsistencies, but few do anything about it." Ideally, every advertiser should set up a reserve to augment weak regions; or at least for the top 25 or 30 population centers.

Seasonal variations. The media also vary significantly by season of the year. Winter or summer, television commands the greatest usage (measured in total hours devoted to it), but suffers the greatest drop-off (19 per cent) during the summer months. Both magazines and newspapers suffer relatively little during the summer (off 3 per cent each in media hours), while radio actually gains during the summer (nearly 10 per cent). Winter or summer, newspapers have the broadest reach of any of the major media, magazines the narrowest.

Age, sex, income, etc. From the point of view of dollar efficiency, the

media vary considerably in their ability to attract various segments of the population of interest to marketers.

Mr. Kenney closed his presentation on this note of warning: "The figures are not the final answer. Many other factors must be considered: the environment in which the ad is placed, to name one; the value of frequency versus reach, to name another. . . . Statistics are a must; they are an invaluable beginning to any plan, but the final decisions are made with a mixture of many other ingredients, including experienced judgment."

Application of Principles

K&E's media presentation culminated in a complicated application of the foregoing principles and techniques by Brendan Baldwin, vice president and associate media director. Fundamentally, Mr. Baldwin's technique was to apply various weighting factors to media audiences in proportion to the importance those audiences had in the marketing of specific products. For example, research revealed that consumption of a product was 92 per cent higher in households with children than in households without children; that the product did 35 per cent better in metropolitan areas than in non-metro areas; that households with adult readers under 50 consumed 53 per cent more of the product than households with older adults.

When the market profile becomes more intricate, in the case, for example, of automobile sales, and the choice lies between media (or combinations of media) rather than within a medium, then the technique becomes more complex.

In short, pointed out Mr. Baldwin, "relating these figures to other considerations, such as impact of the media, flexibility of the media, their compatibility to the creative execution of the sales strategy derived from analysis of the market, and such external factors as dealer influence helps direct us to the final media strategy. We have in our possession a pretty good estimate of the odds before we take our sales story to the consumer."

No. 5 in a Series

Munsey to Coolidge to Hoover

Or, Never Underestimate the Enthusiasm Of the Man at the Top

By George Benneyan

EVERY ONCE IN A WHILE something will happen to make a publisher, who ordinarily may be far removed from his organization's promotion activities, become very much excited about them . . . and personally involved in them. The something may be trivial or accidental or irrational . . . but the consequences may be formidable.

Until the last few years of his life, Frank A. Munsey had little use for promotion, knew very little about it. I was his first promotion manager on *The New York Sun* . . . but it was not until two years after I joined *The Sun* in 1922, that he knew he had a promotion manager or a promotion department. (It consisted then of two persons: my secretary and me.) He discovered us and our operation quite by accident . . . and then he had a big time for himself.

And who, did I hear someone ask, was Frank Munsey? Well, next to William Randolph Hearst he owned more newspapers and magazines, at one time or another, than any other individual in U. S. history. It's true that he never kept them very long. He bought them, merged them, sold them, folded them . . . right and left. "A dealer in dailies," he was called. "A magazine manufacturer, not a magazine publisher," he was dubbed. At various times he owned the *New York Press*, the *New York Herald*, the *New York Morning Sun*, the *New York Evening Sun* (which later became the *New York Sun*), the *New York Telegram*, the *New York Globe*, the *New York Mail*. He owned papers in Washington, Baltimore, Philadelphia and Boston, as well

as in New York. In 1891, twenty-eight years before *The New York Illustrated Daily News* ushered in the modern tabloid era, he launched a tabloid paper, called it the *New York Daily Continent*, and folded it after four months. It was one of the very earliest attempts at tabloid journalism in this country.

He owned *Munsey's Magazine*, *Railroad Man's Magazine*, *Argosy Magazine*, *All-Story Magazine*, the *Scrap Book*, the *Cavalier* and a number of other magazines. He revolutionized magazine publishing by selling copies at less than the cost of production, building a big circulation thereby, and making his profits from the resulting increased volume of advertising. His *Munsey's* was the first popular-price, big-circulation magazine. In October, 1893, he reduced the price of *Munsey's* from 25 cents to 10 cents, stepped up the circulation from 40,000 to 500,000 in a year and a half. No other magazine had ever dreamed of a circulation that big, up to that time.

To get more readers, he relied heavily on pictures (with a strong emphasis on naughty photographs of "half-dressed women and undressed statuary"), and big-name authors. In 1897, *Munsey's* circulation had reached 700,000, an unheard-of figure in those days . . . and the revenue from advertising not only covered all the bills, but brought Munsey a handsome profit, too. In his thirties, he wrote a number of books of fiction, mostly for young people . . . like *The Boy Broker*, *Under Fire*, *Afloat in a Great City*, *A Tragedy of Errors*.

He wrote many fiction stories for his own magazines . . . and many editorials for his own newspapers. Often his editorials were signed, and often they appeared on page one.

He owned a chain of grocery stores (the Mohican stores) and a hotel in New London, Connecticut (The Mohican). He never married. He never took a business partner. He lived only for personal success and money. He gloried in power and prestige. He was stiff, severe, dictatorial, autocratic, and not easy to work for.

When he died (at 71) in 1925, he left his fortune, appraised at nearly \$20,000,000 to the Metropolitan Museum of Art in New York, much to that institution's surprise (art and Munsey were somewhat incongruous). Later the museum sold *The Sun* to William T. Dewart who had been Munsey's long-time associate.

THE CAUSE of Munsey's sudden interest in promotion, and the fun he had with it, was a mailing piece called "The Shopping Place of Millions," issued by *The Sun* in 1924. This was a large-scale street map of Manhattan's retail shopping district, from 31st Street north to 59th Street, and from Lexington Avenue west to Ninth Avenue. On it, we had spotted the location and the exact area occupied by every retail store that was advertising in *The Sun*. There was a different color or shade for each of 14 retail classifications (red for department stores, light blue for shoe stores, dark green for specialty shops, etc.). The multicolored map, measuring 36 x 48 inches, was printed by offset and folded several times to fit into a 9 x 12 jacket.

The Sun, in those days, was the strongest retail advertising medium in New York. Practically every New York store that advertised at all, advertised in its pages. These included virtually all the big department stores and all the prominent shops in the other categories. The map was, therefore, pretty well covered with colored rectangles representing *Sun*-advertised retail establishments.

The promotional value of the piece was obvious. *The Sun* used it effectively to document its selling power, to strengthen its position in local advertising, to solicit national advertisers whose products were sold through retail outlets.

Unexpectedly, the piece became used as a shopping guide, too. (Which meant, of course, that it brought shoppers to *Sun* advertisers.) Scores of hotels in New York hung framed copies in their lobbies as a service to their guests who wanted to know where the important stores were located and how best to get from one store to another. Among these hotels were the Roosevelt, Commodore, Ritz Carlton, Pennsylvania, Prince George, Ambassador, Chatham, McAlpin.

Some hotels kept the map posted long after a number



of stores had changed their locations. After three years, I had to write to the famed Martha Washington Hotel (for women only) and ask them to please take the map down. By that time it was somewhat inaccurate . . . and this bothered *The Sun*, if not the hotel.

I WAS IN THE OFFICE of Edwin S. Friendly, *The Sun's* business manager and my boss, with an advance copy of the printed map which, unfolded, covered the top of his desk. While he was examining it Mr. Munsey, the tall, thin, austere and unsmiling editor, publisher and owner of *The Sun*, walked in. I had never met the man. He didn't know who I was or what I did. Naturally, I stood at attention. (Nearly all his employees did, when he entered a room.) Friendly rose from his chair.

"What's that?" asked Munsey.

Friendly told him.

"Who did it?"

Friendly told him. He introduced me and said that I was the promotion manager.

"What are you going to do with it?" (The map, he meant.)

Friendly said we were mailing copies to advertisers and agencies and that our salesmen would be supplied with copies to use in their personal solicitations.

"How many did you print?"

Friendly said 12,000.

"That's not enough. Print another 15,000."

After Friendly and I picked ourselves off the floor (whoever heard of a publisher wanting to print more copies of a promotion piece and to spend more money on it than the promotion manager?), Friendly explained that 12,000 would be enough to take care of our entire promotion mailing list and still leave plenty for internal use. We wouldn't know what to do with a larger quantity, he said.

"Get another list," snapped Munsey. "Buy one, if you have to. Send the map to public officials, educators, and top men in finance and industry . . . not just to advertising people."

We explained that the job was already off the press. With its many colors, it would be pretty expensive to put through a second run, especially if it were larger than the first.

That didn't bother Frank Munsey.

There was nothing to do but go on the press again. We ended by printing 27,000 copies instead of 12,000. We bought additional mailing lists from Boyd's City Dispatch, R. L. Polk Co. and other sources. We mailed copies all over the country and to all kinds of people.

. . .

NOR WAS THAT the end of Munsey's interest in the piece or his preoccupation with it. He sent a copy to Calvin Coolidge, President of the United States; to Herbert Hoover, Secretary of Commerce; to all the other members of the Cabinet, most of whom he knew personally. He sent copies to all the members of the Senate and the House of Representatives, to the Governors of all 48 states. To all these notables he sent along a personal note with the map. From most of them, including Coolidge and Hoover, he received acknowledgments and compliments which he cherished highly and passed around gleefully.

Of course, it was a great thrill to me, a very young and very eager promotion man, to see letters from President Coolidge and Secretary Hoover praising a promotion piece I had produced.

"The Shopping Place of Millions" was a unique way of showing a newspaper's strength in advertising. That's what intrigued Frank Munsey. He had seen plenty of charts and tables and lists . . . but not a colorful map with the names and street locations of the many well-known stores that bought space in a newspaper which he owned.

The map (and the printed text that went with it) turned out to be a highly successful and long-lasting sales tool. Those retailers who weren't already using the *Sun* were shown, graphically, that they were surrounded on all sides by important, successful shops which considered it

good business to advertise in *The Sun*. National advertisers were shown the map and told that a good way to induce people in the New York market to buy their products was to advertise in the newspaper which New York stores relied upon so heavily to draw customers and to build sales.

It turned out, too, to be an effective means of developing good will and prestige in areas other than advertising. Schools and colleges used it in their marketing classes. Libraries, Chambers of Commerce, and other public service organizations asked for and got copies. Consumers used it as a useful guide to the better stores in New York. Big business and big government got a better understanding of *The Sun* as a social and economic force.

It also gave Mr. Munsey a good taste of what promotion was, and what it could do. From that day on, we didn't have to fight so hard for promotion funds or promotion programs.

In July 1924, *The Sun*, which had a circulation of only 300,000, passed the evening *Journal*, which had a circulation of over 600,000, in total advertising volume . . . and led the New York evening field for that month and continuously from then on for many years. When this happened (and it was quite a feat) Munsey himself joyfully wrote the succession of full-page ads which proclaimed *The Sun's* leadership each month, the reasons for it and the significance of it. I can see Munsey's all-type ads now. "For 9 Consecutive Months," read the big caption, "The Sun Has Led All New York Evening Newspapers in Volume of Advertising." The next ad said, "For 10 Consecutive Months" . . . and so on. (After he died, I took over. In August 1932, seven years after his demise, I was still producing a full-page ad that said simply and in very large type; "July was the 85th consecutive month in which The Sun led all New York evening newspapers in volume of advertising.")

He placed the ads in a bunch of newspapers across the country every month and spent a pile of money on the campaign. He had the ads framed and hung, one after the other, on the walls in the large room occupied by the advertising department. Each ad was a shot in the arm to the sales staff, and helped to cement and prolong *The Sun's* advertising leadership.

He had fun . . . like a kid with a new toy.

It's safe to say that *The Sun's* extensive promotion program and its large promotion expenditures in the 20's and early 30's, had their beginnings in "The Shopping Place of Millions" . . . and Frank Munsey's accidental discovery of it.

You never know, really, when the big boss will grab the ball you throw . . . and run with it.

Let him run, by all means.

How Much Are Media Directors Paid?

THESE PAGES CONTAIN the fourth of MEDIA/SCOPE's annual studies of the salaries paid to media directors. The purpose of the surveys is to assess the status within advertising agencies of the men directly responsible for spending the bulk of this continent's advertising appropriations.

The study is based on a questionnaire sent to a random sample of agency media directors. An attempt was made to include agencies of every size, character, and geographic location. The 135 returns reflect this diversity.

In many cases, questionnaire respondents are media directors in branch offices of major agencies. Where this was the case, they were asked to indicate the percentage of total agency billing handled through the branch. On the basis of this information, the respondent was assigned to his proper billings category. For example, the media director of a branch of a \$50-million agency which accounts for 10 per cent of total billing (i.e., \$5 million), is assigned to the \$1- to \$10 million billings category.

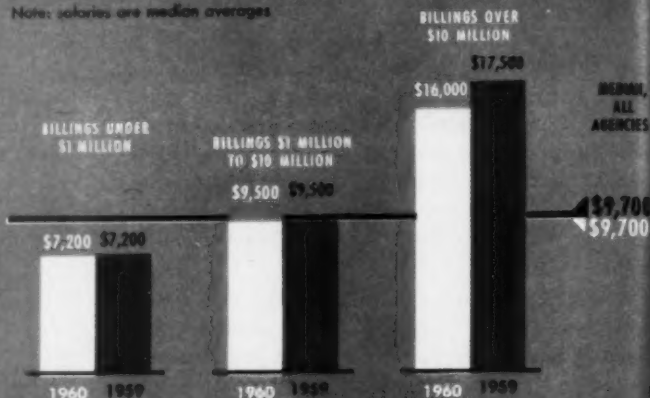
Salary Situation Good

How is the salary situation among media directors? Rather good. The median salary for respondents as a whole during 1959 was \$12,200. Substantially higher than the previous year's \$9,600, the figure probably is a more accurate reflection of conditions because of greater representation in this year's study of larger and middle-sized agencies, in which the media director's position and responsibilities are clearly defined.

The real plum, of course, is still the

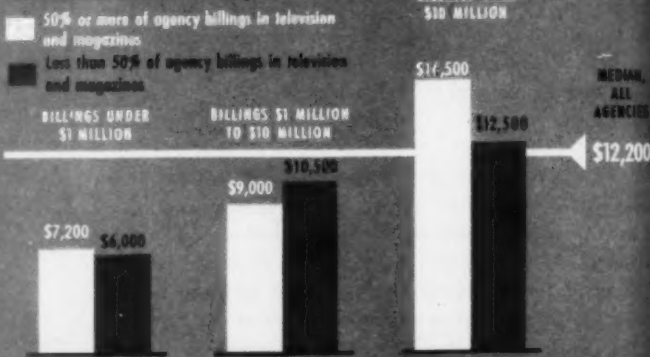
Media Directors' Salaries In Relation To Agency Billings

Note: salaries are median averages



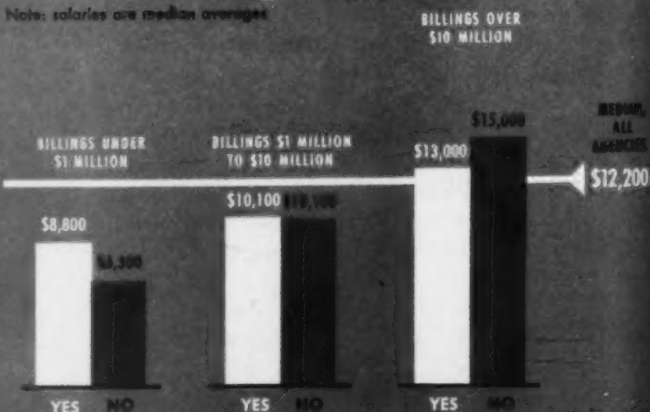
How Media Emphasis Affects Salary Levels

Note: salaries are median averages



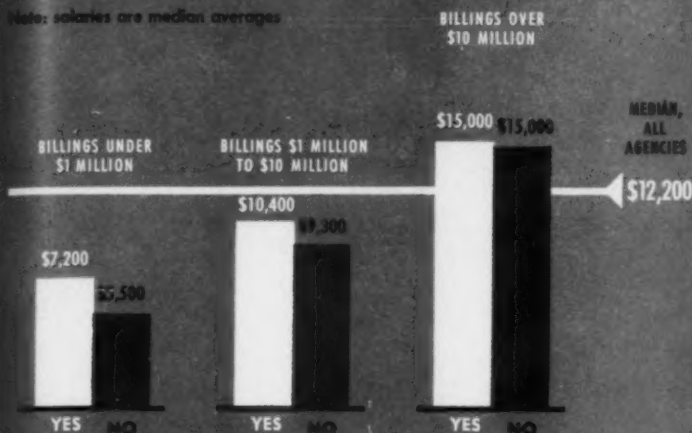
Effect on salary of a second hat: Account Management Duties

Note: salaries are median averages



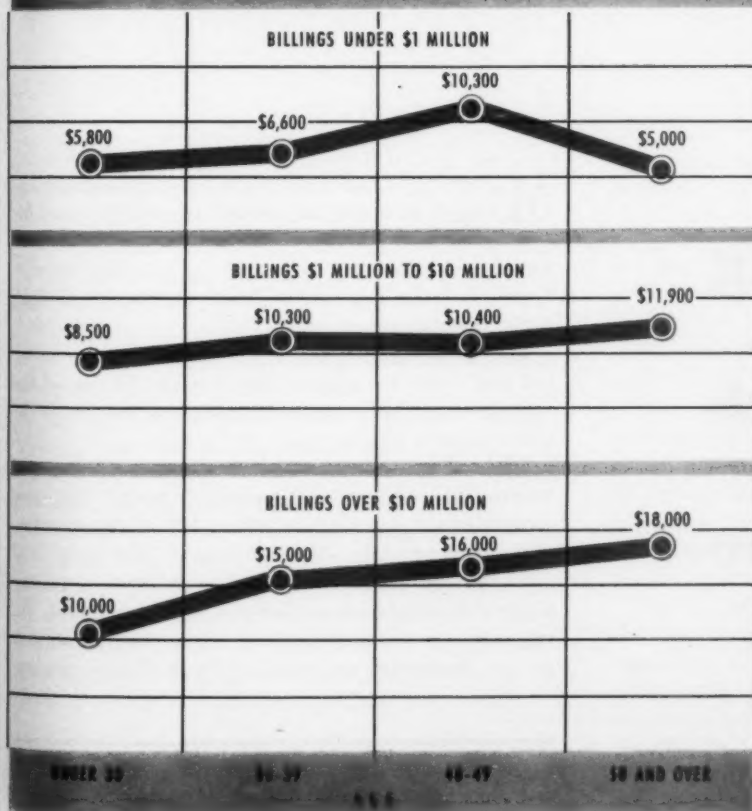
Effect on salary of a second hat: Research Duties

Note: salaries are median averages



How Media Director's Age Influences His Salary

Note: salaries are median averages



top media job in a large agency (over \$10 million in billings), although the median has dropped somewhat in relation to last year's study. Probable reason: the high rate of turnover in the top jobs, which depresses salary levels by holding down seniority increments. The median tenure of media directors in the large agencies is only two and one half years, vs. four years in medium-sized agencies, and three years in small agencies.

Middle-Sized Agencies

If you can't land the top spot in a big agency, a middle-sized shop will do. Agencies billing from \$1 million to \$10 million have recorded a rise in media directors' salaries each year for the last four years, and job tenure is good. One interesting sidelight on the position of media directors in medium-sized agencies: those in agencies that spend more than 50 per cent of their clients' money in magazines and television no longer have a salary advantage over media directors in agencies less heavily committed to those media. This reversal is puzzling, since the advantage still holds for agencies in the other billings groups. But here is a possible explanation. There has been much talk over the past year to the effect that television is not the agency profitmaker it has been reputed to be. At the same time, the middle-sized agency has experienced a steady weakening of its profit position. This combination of circumstances may have moved some agency managements to re-evaluate the contribution of their media executives.

Tips for the Ambitious

For the ambitious media director, here are some tips. If you work in a big agency, stick to your basic job. There is no salary advantage in assuming extra responsibilities (save service on a plans board). For the media director in a medium-size agency, the only extra duties worth assuming are those in the research area. The man in a small agency would do well to take on any responsibilities he can get his hands on.

One last bit of advice: to the man in a small agency—your forties are your top earning years, so move on if you can. To the men in larger shops—take heart; the longer you stay, the more you make. Salaries rise with age.

*A plea by Robert E. Britton
of Mac Manus, John & Adams
for inclusion of media strategy in
any test market plan*



**Objective: To cut the high cost
of new product failures**

Make Guinea-Pig Markets Big Enough To Test Media, Too

MEDIA STRATEGY AND TACTICS in designing test market programs for consumer products slated for national distribution are in the spotlight today. And well they should be for they are vital to success. But the relationship between test market design and media planning needs re-evaluation.

This is the opinion of Robert E. Britton, who in the last two years has applied this thinking in one of the nation's leading advertising agencies—and the results obtained support his theory.

"Product failures are entirely too common today considering the vast amount of marketing research that many companies and agencies are putting behind the introduction of new products," Mr. Britton says. "The attrition of products with substantial investment in them is still too high; and nobody knows just how high this rate is. We can easily count the number of new products that were put on the market and didn't make it. But no one can

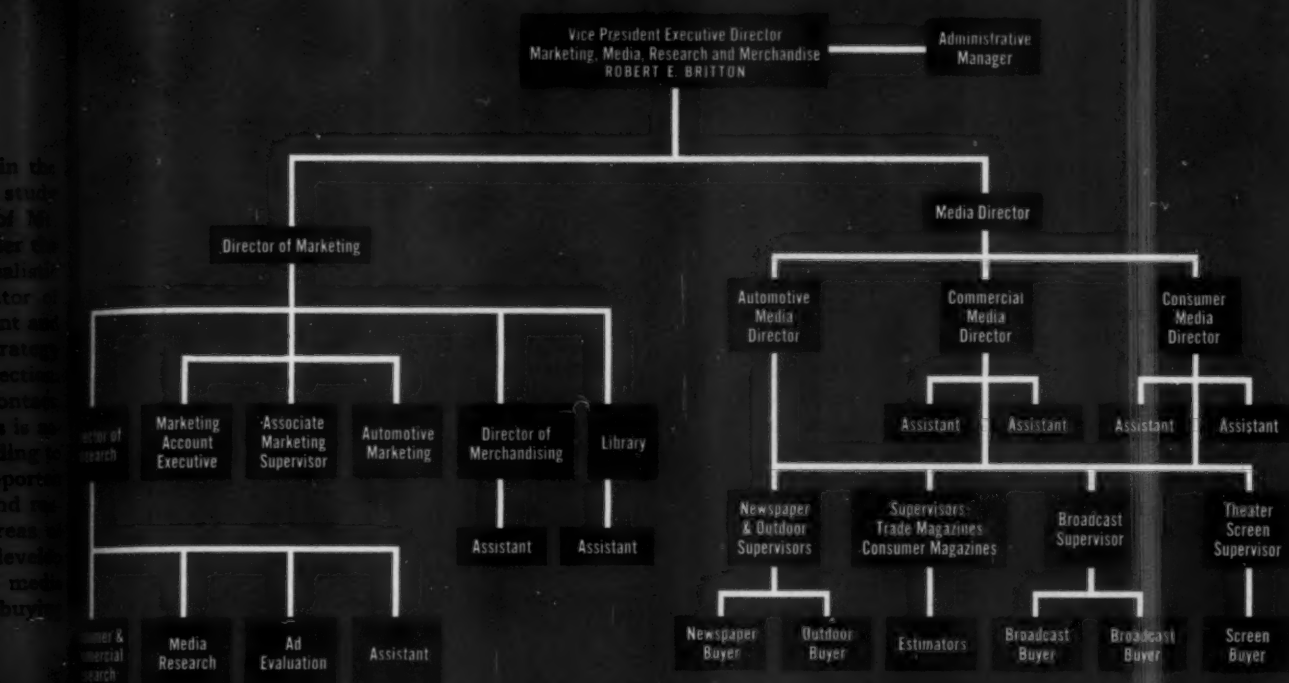
Mr. Britton is vice president and executive director for marketing, media, research, and merchandising at MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

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The organized relationships outlined in the chart result from more than a year of study and re-grouping under the direction of Mr. Britton. His purpose: "To operate under the Total Marketing Concept in its most realistic sense." Included is an over-all Director of Media, who runs the Media Department and represents top authority for media strategy and planning under Mr. Britton's direction. Responsibility for media planning, contact and supervision of individual accounts is assigned to three Media Directors according to product types. They, in turn, are supported by supervisors who analyze, select and recommend programs within specific areas of media. Media buyers and estimators develop the schedules and charts from which media decisions are made, and execute the buying orders.

for Operating Under the Total Marketing Concept

MacManus, John & Adams, Inc.



count the number of good products that were discarded in the test market stage only because the test market data were not accurate enough to measure its true potential.

"Poor test market selection lies behind many of these failures on both sides—failing to spot a poor product and failing accurately to measure a good product.

"Too often the media available in a small test town, or towns, cannot provide the patterns and balances which should be used on a national marketing level. Following the proved principles of test marketing is not enough. Many factors, such as regional and state editions of national magazines, are affecting the application of such principles and the interpretation of the findings.

"Traditionally, most test market design is based on suiting the convenience of a company's sales department. It comes up with the model, the approach. Then advertising and media are asked to follow through. This is doing test marketing the *hard* and *inefficient* way from a media planning and selection standpoint. The ability of the media to do a good job is restricted from the outset."

5 Key Factors Influence Testing

There are many factors which influence a test market-

ing program today. Mr. Britton points out five that should be given more than ordinary attention:

1. Soaring Advertising Costs. There are many reasons for this. And the whole field has been talking for many years now about getting better returns per media dollar spent. There is constant and increased pressure from clients. Advertising agencies are seeking ways to make media buying more efficient, more productive.

One finds many companies and their advertising agencies with good research, good advertising, good marketing, and good new and improved products. But while the sales volume goes up, the profits go down. The focus is on these new and improved products to get competitive advantages in the marketplace. The spotlight falls naturally today on test-market selection and test-market structure.

How and why media are selected and used in test markets are becoming important subjects for discussion. Indications are that the cost of producing advertising and placing it in media—in proper balance and frequency—will continue to go up. The dollars available to meet the situation are not increasing at the same rate.

2. Bigger Test Markets Needed. Test results can be

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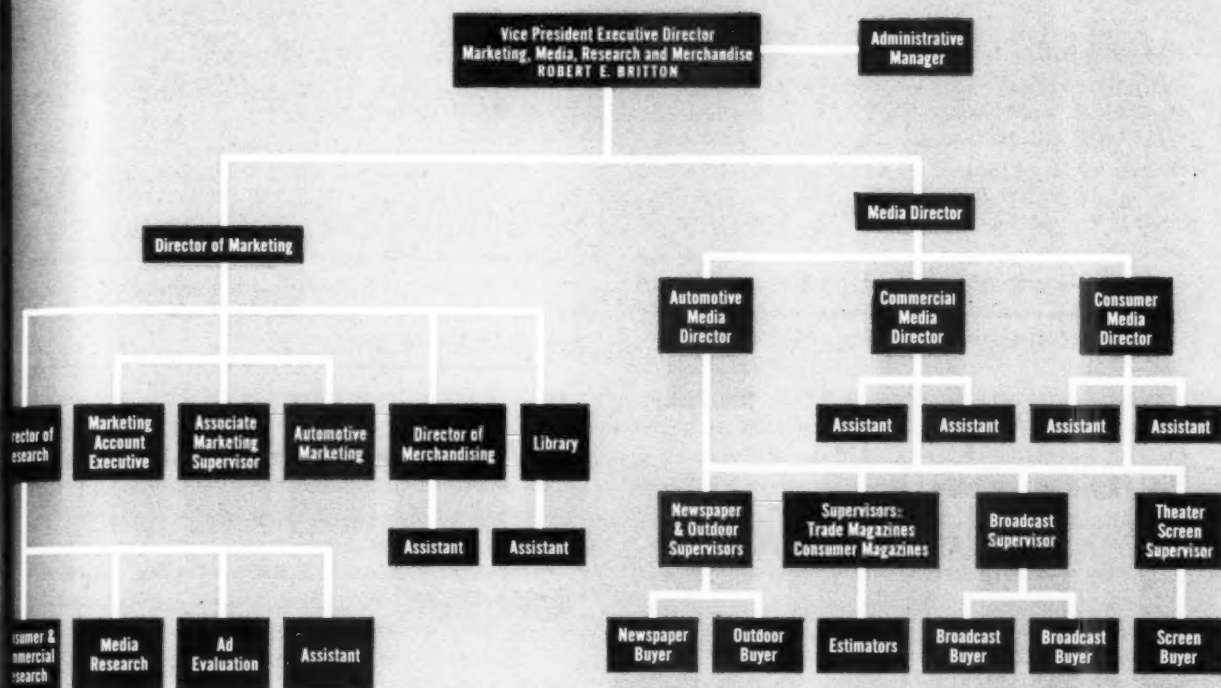
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Operating Under the Total Marketing Concept

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2. *Bigger Test Markets Needed.* Test results can be

obtained faster in larger areas—a real competitive advantage today. Test media can produce more accurate data on a host of variables in a larger area.

"A small test town rarely produces the information needed today," says Mr. Britton. "For instance, for a fast-moving, re-purchasable consumer item you need from three to five per cent of the national households represented in the sample.

"If your product calls for national magazines as part of the media plan, you should take advantage of the regional and state spit-runs many offer. Previously a media buyer had to simulate national media-use conditions by substitution (e.g., Sunday supplements or ROP newspaper color). With a larger test market area, you can find out more accurately:

- a. If the product advertised will sell—and at what volume and profit levels.
- b. How each medium used actually performs.
- c. How media can be balanced in terms of percentage of dollars spent and frequency of use.

"After all, when you market a consumer product nationally today, you are working with big dollar expenditures. You must know as accurately as possible the possibilities of each medium to be used—the full range of each. And you should know how various combinations of media will fit the tactics to be used in marketing the product in different parts of the country.

"This requires a larger test-market area, and more test-market dollars. But offsetting this are:

- a. It is possible to project findings more accurately because a broader test base is used.
- b. Product potential will be known sooner.
- c. The capital investment required to introduce a new product is protected better. (Often the *payoff* period is shortened.)
- d. The chance of product failure is reduced.

Advertising can sell most people a product for the first time. But then the intrinsic value of the product to the consumer becomes the basic re-purchase factor. In a big test area, the re-purchase pattern emerges more surely and quickly than in a small test area."

3. Meeting Competitive Retaliation Swiftly. There are few secrets today in test marketing—at least, Mr. Britton does not believe so.

"Even if you use one small city, the competition will know about your test almost immediately. And you can expect quick counter measures.

"Such swift reaction calls for *offensive measures* before the competition can retaliate effectively. The big test market gives you a *time weapon*. You can find out more quickly about media's ability to produce, and about the effectiveness of advertising and promotion versus the long-range consumer acceptance of the product.

"Also, the sooner *first-in-the-market* advantages are exploited, the more firmly your product can be established before the competition moves in.

4. Media Content and Personality. This is a controversial area. But many die-hards will have to recognize that the personality of the medium, and the content that it offers on an individual or group basis, does affect the sale of products and services. More attention is being given to the environment provided by the medium, and how it fits the advertising message.

This trend definitely influences the size and kind of test market selected. Small towns are not likely to provide enough varied types of media and mediums to produce the data needed. A prime consideration is how media will be used nationally—and this rules out many small test markets.

5. Money Mechanics. This is becoming more important in test marketing today. The amount of capital required to test and to introduce a new product is greater than ever. With such increased risk, the need to seek a shorter pay-off marketing strategy is enhanced. For the media buyer, this means that he should keep in mind—in addition to developing a sound media plan that can be used nationally—that the test market operation is primarily concerned with measuring profit possibilities.

Pricing necessarily becomes a key item in most consumer products; and this becomes a factor in the testing of various media combinations. An important consideration is the *maximum profit level*. This is not necessarily the highest price or the lowest price at which the product can be sold profitably. The idea is to set a price which maximizes the profit but which can be lowered when competition enters the market, and which shortens the pay-off period for the capital invested (e.g., 1 year at 29 cents for the item instead of 2-3 years at 19 cents).

"I'm not recommending a policy of what the traffic will bear," says Mr. Britton. "My point is that the media buyer must constantly be aware of the fact that pricing is a very sensitive marketing element. Any media plan for a test market situation must include such considerations.

"Also, if the product is drastically overpriced, the competition can step in with a pricing and media strategy which psychologically under-cuts the original product. It can cheapen your product by forcing a drastic reduction in price."

Overall, Mr. Britton points out that the *money mechanics* is probably the most vital factor in re-evaluating and up-dating test market procedures today.

How Media Buyer Is Affected

A test-market program which recognizes the new and

different factors affecting product introductions today helps the media buyers to produce a sound media plan at a critical stage.

First, the media buyer has a better idea of the media patterns which should be used.

Second, he can evaluate more accurately the suitability of media plans and purchases from a national use standpoint—an all-important consideration because of the large amount of advertising dollars to be expended.

Third, from research done with the considerations in mind he can obtain good bench marks for evaluating each individual medium to be used nationally.

At MacManus, John & Adams, this approach to test marketing functions well. One reason is the grouping of marketing, media, research, and merchandising into a single administrative unit under one executive, Mr. Britton. Greater coordination of effort results—and the exchange of helpful information is enhanced.

From the media program standpoint, the focus is on developing a new kind of media buyer for MJ&A: one with varied skills and talents, one with as thorough a knowledge as possible of marketing. Test marketing is in-

cluded in this, of course as one of many important factors.

A media buyer at MJ&A often sits in purely marketing meetings (keeping quiet, but making notes and asking questions later). Executives in research, marketing, and merchandising are responsible for keeping him oriented in their respective areas. The result is that a media buyer makes better media decisions and comes up with excellent media ideas.

Each media buyer, in constructing his part of a test market program, is expected to look beyond that program to what should be done to produce a national media plan. Also, as mentioned before, he must work with the *money mechanics*. He should consider the capitalization required for testing and introducing the product (in round numbers) so that he can build his media program on cold facts. Once he has the national picture in mind, then he builds the test program.

"Because each media buyer becomes acquainted with all possible marketing facts and judgments," says Mr. Britton, "he is able to construct a better program. This leads to more efficient spending of advertising media dollars."

Public Service Programs Approved by Time-buyers

ADVERTISER acceptance of public service programs is on the upswing now, will increase in coming years.

That, at least, is the consensus of 70 per cent of the large agency time-buyers replying to NBC Spot Sales' sixth Time-buyer Opinion Survey.

More than 40 per cent of the 292 panelists replying, in fact, have already either recommended (or had a client recommend to them) use of TV public service programs for building corporate image or improving community relations. And 36 per cent have had the same experience with public service fare via radio.

Says Don Heller, broadcast media buyer, N. W. Ayer, "Public service programming, I believe, attracts the 'seldom,' or selective viewer. Therefore it brings back to television an additional audience. I would venture to say that this group encompasses the upper portion of the market in terms of education, income, community leadership, and trend setters."

Mr. Heller is among the 65 per cent believing that a station with a

strong public service image provides greater sales effectiveness for advertisers.

This is not to say that everything designated "public service" by every station is of equal value to every advertiser.

Clients' Needs

Noted by James Rogers, president of Rogers & Collins in Baltimore, is the great care required to "buy on an individual client need."

"Excellent audience reaction to public service broadcasts," says Mr. Rogers, "must be considered in preparation of commercials used with such programming. This limits the nature of advertiser who would benefit most from it."

And, apparently, think 64 per cent of the entire panel, sellers of high priced hard goods can benefit most. This feeling is even stronger among buyers for large agencies.

On the other hand, 49 per cent of the buyers didn't feel that public service could do much for low-priced, high turnover items.

Panelists also had definite ideas as to what types of public service matter is most effective. Leading types within the category, considered

to have greatest audience appeal during evening time, are, in order, programs of news significance, documentaries, and broadcasts covering local problems. The most important qualities these programs should have, according to most panelists, are imaginative presentation, good writing and production, wide viewer or listener appeal, and timeliness or newsworthiness.

Controversial Topics Approved

A surprising 81 per cent agree that controversial topics are "not detrimental to sponsors, provided both sides are fairly presented." And 68 per cent feel that heavy broadcast advertisers should share the responsibility for public service programming through sponsorship.

In spite of all this, however, broadcasters seem to be doing little to sell their public service offerings. A great majority of the buyers told NBC that they never receive public service reports from stations, and feel that such reports could make effective station mailings.

Replies to each of the survey's 14 questions are broken down by agency size—those with broadcast billing above, and those below, \$1 million. ■

The Inter-media Mean

An arithmetic calculation for comparing position

Mr. Mandelstam is account executive at Henry J. Kaufman and Associates, Washington.

By Theodore D. Mandelstam

ONE way to insure good position for advertisements in magazines is to pay a premium. This is a drastic measure, however, and it takes something out of a budget, like money. The more common way is to buy ROP and use persuasion, but, as in the often comparable situation of a batter's complaint to an umpire, subjective issues are introduced. What do you say—objectively—when the space representative or the advertising sales manager or the business manager says, "We try to be fair with all of our advertisers. You have been getting an even break."?

Just say this:

$$\frac{1}{n} \left(\frac{P_1^1}{P_1^1} + \frac{P_2^2}{P_1^2} + \frac{P_3^3}{P_1^3} + \dots + \frac{P_n^n}{P_1^n} \right).$$

P_1^1 is the page number of a given issue of a magazine on which a given client advertisement appeared. P_1^1 is the number of pages in the issue. P_2^2 is the page number on which the next insertion ran; P_1^2 is the number of pages in that issue. And so on, for "n" issues. Express each insertion as a fraction whose numerator is the page number on which the advertisement ran and whose denominator is the number of pages in the issue; calculate the average for a number of insertions. Obviously, the average

must be greater than zero and less than one. The closer it is to zero, the closer the average insertion has been to the front. The closer it is to one, the closer the average insertion has been to the back.

Before the Society for the Prevention of Cruelty to Editorial rises up in indignation, let the record show that this figure—call it the Inter-media Mean—ignores the value of proximity to editorial material. It might be better to appear on page 90 of a 100-page issue than on page four of the same issue, depending upon the contents of page 91 and page five. As in the case of all arithmetic tools, there are limitations. A milline rate has limitations; cost-per-thousand, Pulse, ARB and Nielsen ratings have limitations. Giving weight to editorial adjacencies would introduce subjective factors. The Inter-media Mean should be objective. It is based on an assumption that, over a period of time, the editorial department equalizes the appeal of all its pages. The assumption may be unwarranted.

Here's a specific application:

Advertiser A ran an advertisement in MEDIA/SCOPE's October 1959, issue. It appeared on page 96. The issue consisted of 136 pages. Index for that insertion: 96/136, or .706. A's adver-

tisement appeared on page 22 of the November issue, which consisted of 134 pages. Index for November: 22/134, or .164. For December: 12/122, or .098. January, 1960: 74/116, or .638. For March: 26/126, or .206. The average: .362.

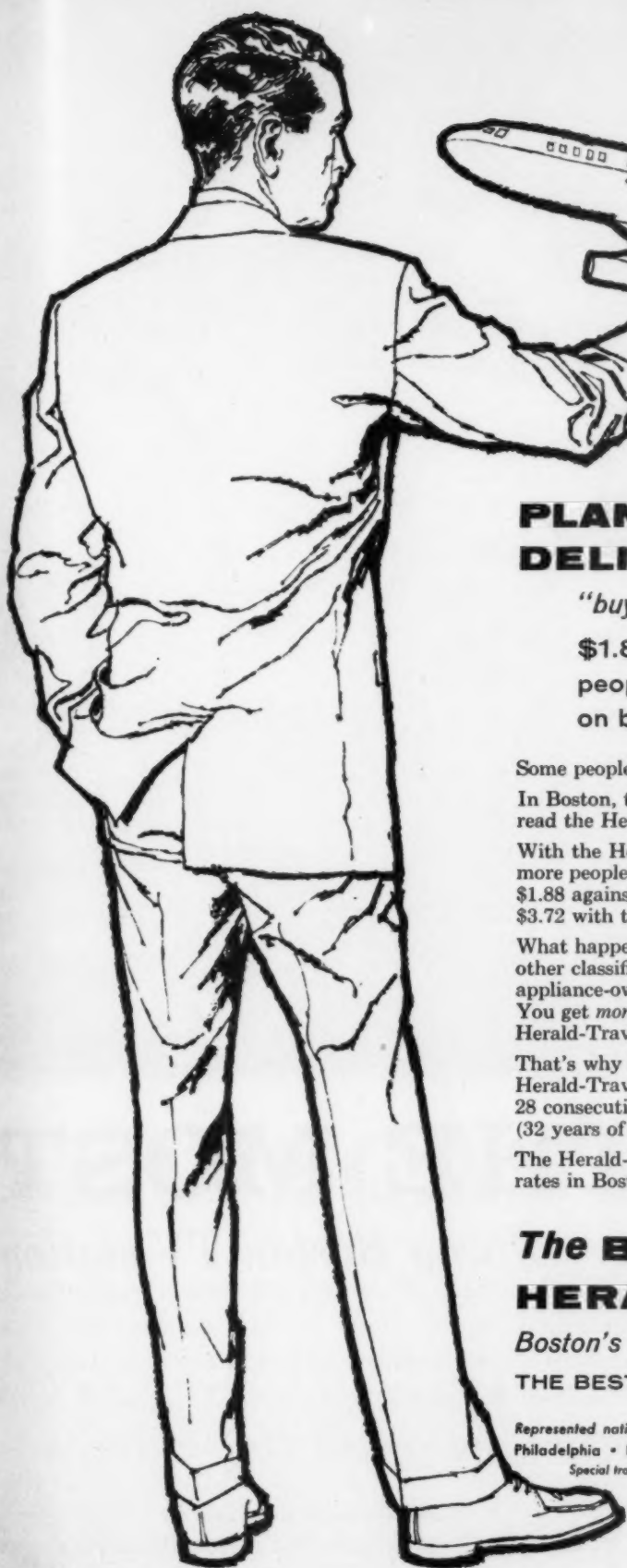
What good is it? By itself, it says that A's average position has been a little more than a third of the way into MEDIA/SCOPE. Making similar calculations for all publications on A's schedule and establishing the average for all publications (in A's case, .441) permits the conclusion that MEDIA/SCOPE's positioning for A's advertisements has been a little better than average. The best figure for Advertiser A was .273, the worst, .674. Magazine X, the one with .674, hasn't a leg to stand on in an argument about whether or not it has been giving A an even break.

What good is the figure to a magazine? It can provide a make-up man with an objective measurement, a mathematical equalizer, in order to give his advertisers an even break over a period of time. He can keep a running record for regular advertisers, and he can try to keep the figure equitable. If the use of the "Inter-media Mean" became widespread, he'd have to keep such a record, in self-defense.

EDITOR'S NOTE: The MEDIA/SCOPE "position" is that all advertisers except those that buy a special position at a premium price should be rotated so that each of them over time has the same chance of landing in different parts of the maga-

zine. We try to do this systematically. Using Mr. Mandelstam's formula, therefore, our make-up men would try to give the contract advertiser a .50 rating (half-way between the front and the back of the book on the average),

varying the actual position over time as widely as possible front and back of book. From our point of view, Mr. Mandelstam's Advertiser "A" with a .362 rating has been getting a little better break than we intended!



PLANE TRAVELERS DELIVERED *at lowest*

"buy line" rate

\$1.88 per line per 100,000
people traveling by plane
on business or pleasure

Some people fly. Others don't — yet.

In Boston, the people who fly are more likely to read the Herald-Traveler than other Boston papers.

With the Herald-Traveler you reach many thousands more people who fly and at a cost per 100,000 far lower — \$1.88 against \$2.67 with the second paper, \$3.72 with the third paper.

What happens with plane travelers is also true with other classifications of readers: home-owners, car-owners, appliance-owners, people with charge accounts, etc. You get *more of the people you want* with the Herald-Traveler.

That's why Boston stores have always given the Herald-Traveler the bulk of their business — 28 consecutive years of retail lineage leadership (32 years of national leadership).

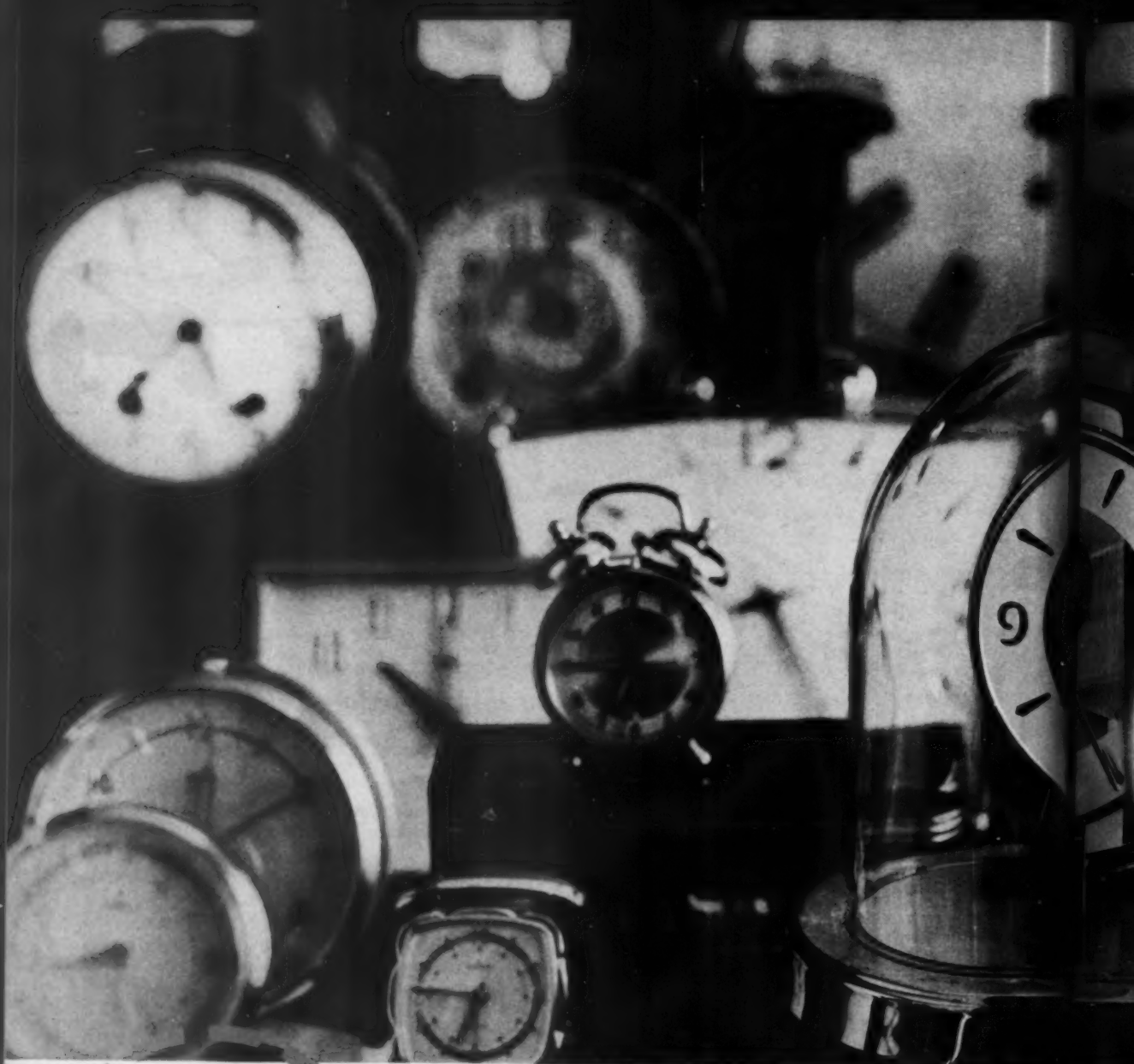
The Herald-Traveler rep can give you the "buy line" rates in Boston for many reader classifications.

The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

THE BEST "BUY LINE" RATE IN BOSTON

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**, New York
Philadelphia • Detroit • Chicago • Atlanta • Los Angeles • San Francisco
Special travel and resort representative: **HAL WINTER CO.**, Miami Beach



SPOT-BUYING
FACTS NOT ON
THE RATE CARD
ABOUT WBZ-TV
BOSTON

THE MOST

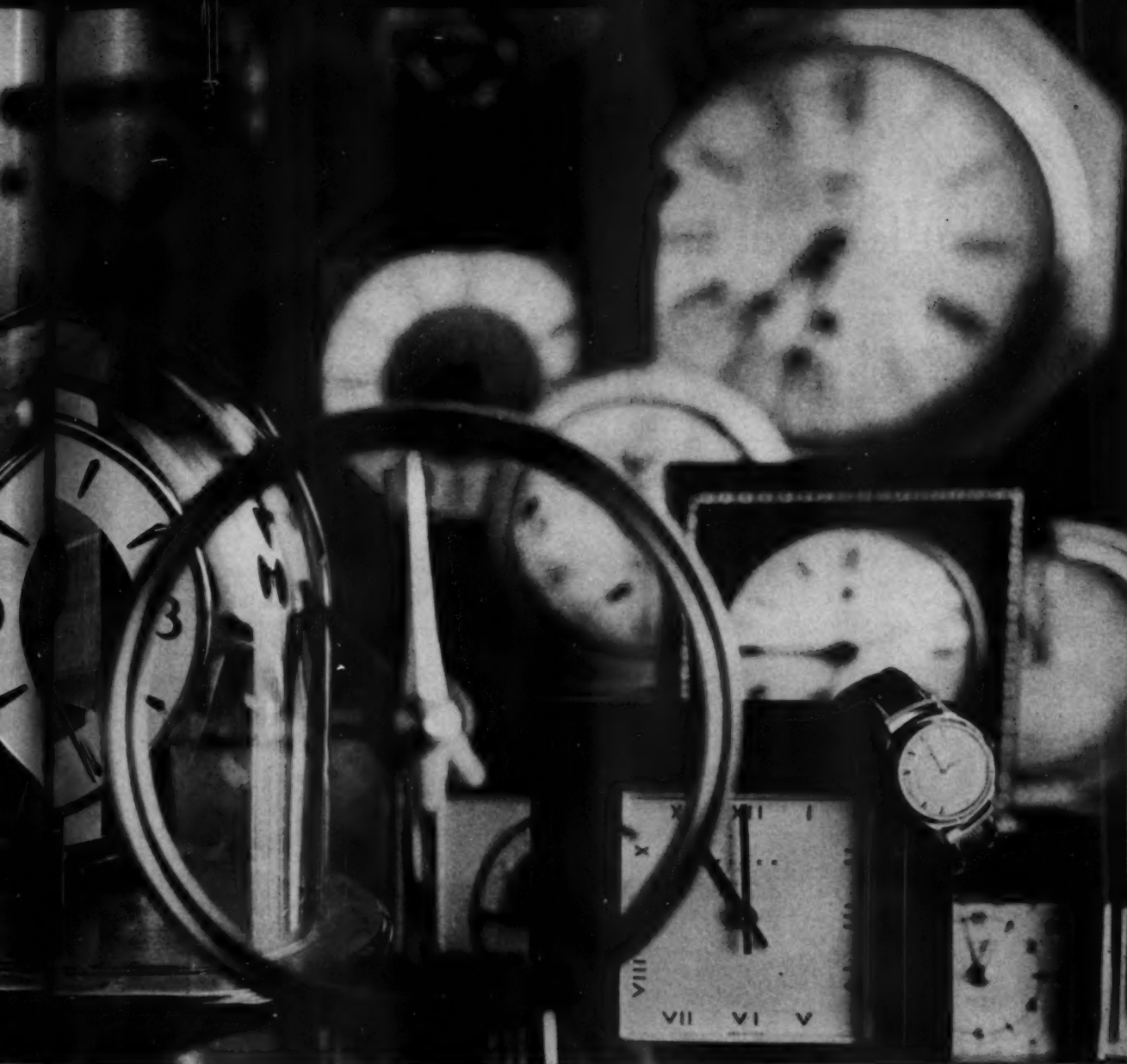
of any Boston TV station

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*ARB
Represent





NEWSCASTS

ON And look at these other facts about WBZ-TV! ■ Most local air personalities — more than any other Boston TV station. ■ Most national advertisers of any Boston TV station — 193 compared to 148 for the second-place station. ■ Public service programming — 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.* ■ Most awards of all Boston TV stations.

That's why in Boston, no TV spot campaign is complete without the WBC station

*ARB

Represented by Television Advertising Representatives, Inc.

W B C WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-TV
BOSTON

What Is Legal Status Of Combination Rates?

Some agencies are using forms about which they know very little. Mr. Simon describes some of the legal pitfalls that may be involved.

By Morton J. Simon

THE DETAIL OF HANDLING paper work can overwhelm an office. This is particularly true of advertising agencies. As a result, many agencies use every method, obvious or devious, to avoid undue encumbrance with operating forms; they work with inadequate forms, and eventually may find themselves in distress, especially in their media relationships.

Many agencies seem to have developed a mental block on the subject. Lulled by their satisfactory routine dealings, they ignore the inevitable day of reckoning. Some refuse to face the need of proper orientation as to long-range policy, and to implement that policy with appropriate working papers.



Morton J. Simon is a member of the Philadelphia Bar who has contributed to MEDIA/SCOPE many discussions of the legal aspects of media buying. His last article was in March 1960, "What Is Legal Status of Combination Rates?"

Records and forms are apt to be more deftly devised and used if they are concerned with the mechanics of control; what suffers most is the basic space or time order and its supporting documents.

Ignorance of Own Forms

Some agencies are struggling along with forms about which they know very little. These have been picked up from competitors, representatives, fellow network members, the AAAA, and miscellaneous sources. Lacking interest, time, incentive or knowledge, they are using documents ill-adapted to their intent and understanding.

For example, there is many a media director who does not know that the Fairchild Publications order blank is very different from the so-called standard order blank, as respects the legal commitments of the agency and the advertiser.

What should be an important part of the agency's administrative and financial foundation is often given but the slightest consideration and, in most instances, but rare and sketchy review and analysis.

I am not here concerned with any esoteric legal forms, but with the practical working instruments used daily by the media department. In fact it is this day-to-day continuous use which has in some instances contributed to confusion and ambiguity. They are taken for granted.

This applies not only to media

forms, but also to many other equally important agency instruments.

Symptomatic of this broad disinterest is the following case history. An agency, after much trial and error and artistic effort redesigned its stationery, and adopted a new and attractive logotype. It reprinted its space orders also, in order to include the new logotype both at the top and (in smaller form) at the end over the line for the authorized signature.

But, not a moment's thought was given to the contents of the order, even though it omitted any reference at all to either agency commission or cash discount.

I have had the opportunity to examine and check reasonably carefully the forms used by several hundred agencies. Obviously, I cannot here discuss in detail the many important elements covered by them. However, certain broad and basic conclusions are in order:

Faults in Forms and Use

1. Agency and media personnel are frequently unfamiliar with the contents of forms which they have been signing and using daily.

2. Such forms sometimes do not say what media personnel want them to say or believe they say.

3. There is sometimes a lack of internal inconsistency, with the result that various clauses dispute one another.

(Continued on page 64)

es? The Chicagoans with more money
to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is \$1070 a year higher than Metropolitan Chicago as a whole. The

Daily News median adult reader spends at least 35% more time with his newspaper than readers of the other Chicago dailies.



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4. Media purchase orders are frequently inconsistent with other agency documents such as agency-client contracts.

5. Agencies frequently conduct their practical media transactions at variance with the written orders.

6. Some forms diverge disastrously and completely from basic agency policy.

7. Many are grossly inadequate as to practical day-to-day operational

needs, omitting proper reference to fundamental matters and not serving as check lists of necessary information to be supplied or obtained.

8. Some of these forms have been emasculated in an effort to remove provisions which are believed detrimental or inapplicable.

9. Some agencies seek to use a single order form for all media.

Let us now turn to a consideration of some of these in more detail.

One of the most common faults is inconsistency. This may appear within a single form or may be the result of contradictory language in a space order as against the agency-client contract.

A common instance of the first situation is the use of the so-called standard order blank, varied on its face either in typewriting or by rubber stamp. The printed language on the reverse side of the form posits the sole liability of the agency for the media charges. On the face of the form may appear other language absolving the agency of this liability. Of course, under ordinary rules of legal construction, the typewritten material or the rubber stamp on the face supersedes the printed version on the reverse.

If an agency desires to remove any possible question as to its liability, it should not use sole-liability language in any part of the form. At the same time it should clearly state its legal position in appropriate language.

Another common source of ambiguity is variation between the agency-client agreement and the media order.

Here are two examples not at all rare:

An agency used a comprehensive agency-client contract, in pamphlet form, under the title, "How We Serve Our Clients." All the terms of this pamphlet were incorporated into the relationship by reference thereto in a brief letter of appointment signed by both agency and client. In the pamphlet was a clear statement that the agency operated as an independent contractor, and undertook to be solely liable for media charges.

However, the agency also used a very carefully drawn space order which did not contain the sole-liability language, and made it clear that the agency was placing the order and buying the space as agent for the advertiser, and was not responsible for any of the charges. The media accepted this, even going so far in some instances as to check the credit of the clients involved.

In another situation the agency took exactly the reverse position in its agreement with clients. It spelled out its status as that of a legal agent "any alleged customs of the trade to

(Continued on page 66)



YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

GunsMoke 98,000 homes
Father Knows Best... 86,500 homes
6:00 p.m. News... 84,400 homes
10:00 p.m. News... 74,400 homes

*November Lincoln M31

The Feltzer Nations

WISD-TV — GRAND RAPIDS, MICHIGAN
WISD RADIO — GRAND RAPIDS, MICHIGAN
WISD-TV — GRAND RAPIDS, MICHIGAN
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Hunt around Nebraska all you like; you'll find just two big television markets. One is in the extreme East where three top TV stations beckon to your budget.

The other big market—Lincoln-Land—is acknowledged to be KOLN-TV country, with no serious challengers in sight. Latest Nielsen credits KOLN-TV with 65,500 TV HOMES during prime 6 to 9 p.m. viewing time. Compare this figure with that of ANY Omaha station!

Avery-Knodel will give you all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

TV GUIDE 1st QUARTER REPORT

CIRCULATION ROSE ABOVE 7½ MILLION, by far the largest total any weekly magazine has ever reached. Number of regional editions increased to 56, further enhancing and refining the unparalleled flexibility of this magazine and the service it provides at the local level.

ADVERTISING REVENUE WENT UP 33% over first quarter 1959. TV GUIDE continues to pile gain upon gain as more and more advertisers discover the tremendous influence of this magazine on millions of minds--and pocketbooks.

TV GUIDE'S ADVERTISERS include some of the most successful names in American marketing--names like Plymouth, Valiant, Coca-Cola, Baker's Coconut, Nabisco, Swanson, Sanka, Noxzema, Log Cabin, Dinner-Redy, Oldsmobile.

There is in this magazine a record of wholesome growth and the promise of continuing that growth. And, it goes without saying, good advertising works best in such a climate.

BEST-SELLING WEEKLY MAGAZINE IN AMERICA



(Continued from page 64)

the contrary notwithstanding." Yet, an examination of the space and time orders placed by that agency shows that in perhaps a third of the cases sole-liability forms were used.

In both of the cases, agency management was not aware of what was being done.

Adherence to Routine

Still another type of inconsistency may occur, largely from

over-enthusiastic adherence to routine.

An agency places the order on its own forms. These do not contain the sole-liability language, but rather a clear statement of the disclaimer of such liability. These are sent to the media with the request that the media sign one copy and return it to the agency.

Instead a new form is made up using the so-called standard order blank, and this is sent to the agency

with a request for signature and return. Some junior in the media department signs it and returns it to the media. This may occur for a variety of reasons.

Once again, we have two outstanding documents inconsistent with each other. Needless to say, this should also be avoided. A careful statement of agency policy to all employees in the media department and a strict policing of that policy will quickly terminate such occurrences.

On the other side of the coin, the importance of consistency among all agency documents is fortified by the decision of the Iowa Supreme Court in the Ambro Advertising Agency case. Here the court found the agency-client contract, the interim authorizations to the agency for media purchases, and the purchase orders of the agency to be thoroughly consistent. As a result, the court found itself dealing with a clear and unambiguous situation, and was able to decide the applicable legal question of agency tax liability without any encumbering concern over a factual dichotomy.

That the decision was favorable to the agency under the Iowa Use Tax Law is here but incidental. The important thing is that this internally consistent and cohesive "bundle" of printed forms made the court's chore a simple one.

Dangers of Brevity

There is, among lawyers and others, a current trend toward brevity, a virtue said to be second only to clarity. Unfortunately brevity is not always consonant with clarity. A brief, terse paragraph may be much more confusing than a properly amplified, longer expression.

Also, in media forms, especially among smaller agencies, an effort is made to use a single order to cover all media. Their creators then add more and more variables to cover all situations derivative from the several media involved. As a result we frequently find ourselves entangled in a hodge-podge of words and alternatives.

Only a portion will apply to the media covered by that specific sheet of paper in that specific purchase.

Both brevity and clarity would be considerably better served if the

(Continued on page 68)

MEMPHIS NEWSPAPERS

Provide
a Market
ON TOP
of a Market

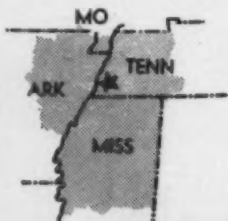


Compared to other TOTAL NEWSPAPER MARKETS Memphis ranks in the top 15 in the nation.

The Memphis Metro area — consisting only of Shelby County, Tennessee — has a 600,000 population. But that's not all! On top of this is another market — the 75 counties surrounding Memphis where more than 2,000,000 people live, work and buy things. The two markets are actually but one — and add up to the TOTAL MEMPHIS NEWSPAPER MARKET.

When considering the Memphis Market, don't just stop with the Metro figures — include ALL the facts — compare the Memphis TOTAL MARKET with other markets. It's BIG — RICH — and RESPONSIVE.

**TOTAL
Memphis
Market
over
2,500,000
population**



**Remember:
MEMPHIS
NEWSPAPERS
Sell the TOTAL
MARKET!**

*write for
market data.*

**THE
COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR**





**"We've
sharpened
our
pinpoint"**



baby talk has always been a highly **SELECTIVE** medium. It reaches only expectant and new mothers. Now, we have sharpened this pinpoint selectivity by making **BABY TALK** available on a regional basis.

Effective July, 1960, you can buy **BABY TALK** in any one of these six regional editions:

New England	Midwest
South	Mid-Atlantic
Metro, N. Y.	West

With these **REGIONAL EDITIONS** and the recently announced **SPOT CIRCULATION** coverage in 286 trading areas, **BABY TALK** offers its advertisers flexibility to meet many marketing and promotional needs.

Interested? . . . write or call collect **BABY TALK's** Advertising Director, Al Watkins, in New York or contact your nearest **BABY TALK** representative.



**SELECTIVITY
FLEXIBILITY**

Member Verified Audit Circulation Co.

(Continued from page 66)

agency used several different forms, each pertinent and clear but limited to specific media.

The same is generally true of purchase orders for items used in mechanical production. Agencies seek to use one such order—perhaps under the title of “general purchase order.” There is a false impression that they are thus simplifying their problem. They do not realize that language necessary to the purchase of one type of supply may not be even intelligible in connection with another.

It is much simpler to set up several purchase orders, each limited to a specific purpose. The blank spaces for specifics will permit a clearer understanding between buyer and supplier; the printed portions will all be pertinent and necessary, unencumbered by any surplusage.

Errors have a way of perpetuating themselves, especially if originating with reputable sources.

It is sometimes felt that there is a magic validity in adopting intact forms obtained from large or successful agencies. There seems to be a sort of translated integrity in which the agency seeks to clothe itself.

It goes without saying that age or prior use is no guarantee either of accuracy or applicability. Many of these forms have not been tested in the courts or even in the fires of non-litigated agency-advertiser-media disputes.

The problem here is not that the language of the forms may not be the most felicitous. They may be the *wrong* forms or intended for other situations or to effect different results or legal relationships.

Collections of Agency Forms

From time to time there have become available collections of agency forms, some of which deal with the various aspects of the media relationship. Lawyers call these “drug-store forms.” Over the years they have found in them wonderful sources of legal business. It has been said more than once “that the wrong form is worse than no form at all.”

This is not a matter of mere conjecture. Studies made from over the years have shown tremendous variations in these materials, not merely

in form but also in substantive meaning.

It is only infrequently that some startling or industry-wide development causes a re-examination of forms. Such, of course, was the impact of the Consent Decree in the Justice Department anti-trust action in 1956. Ordinarily such re-examination is—when it does take place—the result of some individual unfortunate experience, usually financial.

This means that forms may be used year in and year out in an atmosphere of happy ignorance and without re-examination. However, the more progressive and knowledgeable agencies review their forms, both internal and external, on a continuing basis. For example Alice M. Liddell, media supervisor for Kenyon & Eckhardt, Inc., Boston, writes: “It has long been K&E’s policy to review all media forms regularly, including the study of forms used by other agencies, and by advertisers and broadcasters. Changes are made in existing forms whenever and however more efficient methods are worked out.”*

Basic Questions

What all of this boils down to is this: agencies should review their media and other forms and assess them against these questions:

1. What is basic agency policy as to the agency’s legal relationships to media and clients?
2. Do existing forms implement such policy?
3. Are existing forms sufficiently detailed to cover anticipated eventualities?
4. Are they consistent with other agency documents such as agency-advertiser agreements?
5. Do they cover too many kinds of media, and would multiple orders be simpler?
6. Are the errors or omissions of sufficient importance to require revision?

If the answer to the last question is *yes*, then something should be done about it. ■

*Liddell, Alice M., “How Broadcast Forms Are Used by Kenyon & Eckhardt,” *MEDIA/SCOPE*, August 1959, p. 44.

NEW WAY TO EVALUATE ADVERTISING “PREDICTORS”

As Robert Graustein said in his April talk before the American Marketing Association, commercial researchers often produce useful relative measures of market potential by ignoring the stringent requirements of pure science.

Therefore, the new proposal by Lever Brothers’ marketing research director, using what he termed “quick and easy” techniques for evaluating validity of various predictors of advertising effectiveness in the market place, seems well worth the try.

Basically, it involves finding a number of markets where new products are to be introduced by cooperating advertisers. There, consumer panels would be queried on such “predictors” regarding each of five name brands (including the new product) as: intent to buy the advertised brand, favorable attitude toward it, interest, believability, and comprehension of the advertising, and brand usage.

Six such waves of interviewing would be conducted—one just prior to introduction of the new brand, followed by repeat interviews of the same consumers once every two weeks over a 12-weeks’ period.

Analysis would classify respondents by triers and non-triers of the product during the test period. Comparison of answers for each predictor between non-triers and triers during each interview period would then be evaluated to find which predictors increased over time among the triers, while showing little increase among non-triers. These, Mr. Graustein suggests, are the predictors whose efficiency could be calculated. Also, such factors as the level which such predictors must reach to induce brand trial, and the length of time required to build them up to that level could be determined. ■

Television Bureau of Advertising. A special Nielsen analysis indicates that “middle income homes” (\$5,000-\$7,999) account for 37 per cent of U.S. homes and 40 per cent of TV viewing. Report also discusses composition of viewing families by size, education, and age of heads of households. ■

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ape, May 1960



HOW TO SET SALES RECORDS BY THE MILLIONS!!

That extra power needed to lift your product's sales up and over previous high marks for new sales records comes with the help of a strong advertising campaign in New York, Chicago and Philadelphia through the use of the 3 top markets' dominant sales producer — FIRST 3 MARKETS GROUP.

In these most profitable markets,

which account for 19% of total U. S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. As the outstanding advertising medium in the 3 pivotal markets, *there is no substitute for FIRST 3 MARKETS' solid 55% COVERAGE of all families.*

In addition, FIRST 3's "Sunday Punch" circulation of more than 5½ million reaches over half the families in 1,137 cities and towns — which produce one fourth of total U. S. Retail Sales.

To make your advertising sell more where more is sold... it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 229 East 42nd Street, Midway Mill 7-4884 • CHICAGO 11, Ill., Tribune Tower, Superior 7-8843 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7948 • LOS ANGELES 5, Calif., 3480 Wilshire Boulevard, WHobler 5-3857

Media/scope, May 1960

TTHIS step-by-step report shows in detail how agency spot experts prepare for, evaluate, and execute a smart buy.

THE buy is for "Gleam-O," a hypothetical new product.

THE experts who helped prepare this report are real. They are top media planners and spot TV buyers in several major agencies.



PRELIMINARY ANALYSIS

Before even broad types of media are considered as to which might be the best vehicle to carry an advertiser's selling message, the agency media buyer should be equipped with a complete analysis of who the best prospects are for the advertiser's product, where they are situated geographically, socially, and on the nation's economic scale, preferably in order of greatest likelihood of product use.

Whoever makes this analysis must first know about the product itself.

We will take here, as an example, a new windshield and window cleaner for automobiles. This cleaner has several qualities of convenience unavailable in regular window cleaners on the market. Now let's see what, in several leading agencies, would actually be done on this new account.

Assuming that this product has just been acquired by the agency, chances are that a meeting of the newly formed product group and the agency plans board will be held to decide what market analyses are needed. In some agencies, the product group will

include at least one member from every agency department: research, media, radio-TV, copy, art, contact, merchandising.

The plans board can include a wide range of agency executives topped by the chairman of the board and president.

Research Starts Digging

Since this windshield cleaner is to be used on cars, the agency's market research department might begin by gathering information for the market-

media plan (which will, ideally, be made available to every man working on the account, including the media buyers) by determining the number of registered automobiles in the U. S., broken down by geographic units.

Sources of such information would include business publications serving the automotive field. One shows that by 1958 there were 57 million cars in the U. S. It is estimated that by 1970 there may be as many as 73 million.

A geographical breakdown of automobile distribution by region, also compiled by the agency's research department, shows heaviest concentration (35 per cent) in the Midwest. Other breakdowns show car ownership by state, even by county.

Still other analyses trace the growth of the market for windshield cleaners by manufacturer's list price. The total market for windshield cleaners has climbed from an estimated \$20 million in 1951 to an estimated \$24 million in 1959, an increase of some 20 per cent.

Charts and More Charts

Still more charts flow from research. One shows share of market by percentages among leading national competitors such as Glass Wax and Windex. Another shows an average price and profit structure for windshield cleaners. Information on this latter chart might show the discount which dealers get from competing manufacturers in the field (up to 50 per cent where a chain acts as both wholesaler and retailer).

Then, of course, there are the charts showing what the competition spends to advertise, broken down by area, market, media, and advertising-to-sales ratios.

Introduction of a product, which, though not entirely new, has new features, requires a greater initial ratio of advertising to sales than that of established products, but competitive activity serves as a guide, especially as to what will be required after the introductory push is over.

Also to be considered is possible competition from companies that do not make such a cleaner today, but who manufacture the special ingredients that make yours a "new product," and who could therefore enter the field, once they see that your product is doing well. This involves a decision as to whether to hit the whole country

hard at the very introduction, in order to establish a nationwide franchise fast, or whether to take the less risky course of introducing the product slowly, market by market.

All of this information is generally available to anyone with the time to look it up. But really to study the market thoroughly, the agency research department will probably be called on to initiate original surveys covering consumer use and demographic characteristics of heaviest users, actual product sampling, and preference testing of prospective names for the new cleaner.

The consumer use study may involve interviews with a national sample of as many as 6,000 families to determine how many have actually used a special cleaner for car windows in the past year. Among those that have, heaviest use is charted by age, income, region, use of squirt, spray, or rag-applied cleaner, and use by brand.

Other elements investigated in these interviews, often conducted by outside, independent research firms, would be frequency of use, whether a container is kept in the car, whether use is heaviest on weekends, who in the family chooses the brand.

Thus, even before the marketing plan is completed, results of these investigations have definite media implications on whom to reach and the best time to reach them.

Other questions included in initial

interviews might be reasons for preference for present brand used, and where it is bought (at service stations, supermarkets, hardware stores, department stores). Such information is of particular value to the media buyer if merchandising to dealers through their own business publications is planned.

First Sampling

A typical product sampling operation might involve free distribution to 500 families (250 special cleaner users and 250 non-users, who either use dry rags or water). Phone interviewers call back both types of families later to check on product performance, likes, and dislikes.

Among sampling homes, families who use other cleaners on their windshields are asked how the product compares with their present brand. Non-users are asked whether they would use it again, assuming it was priced at a level previously determined as delivering a satisfactory profit to the client. Both users and non-users are asked about preferences in color, container size, type, shape, material, convenience, in order to determine whether the product should be packaged in glass bottles, plastic squeeze bottles, or aerosol dispensers, and what type of opening mechanism is preferred for each type of container.

From the standpoint of product
(Continued on page 72)



CONTRACT SIGNING for one of the stations used in one of many target markets culminates work of dozens of men in many agency departments.



(Continued from page 71)

distribution and media scheduling, careful consideration also should be given to climate—does the product work as well in the dry Southwest, for instance, as in the winter in the Northeast?

Results here can determine whether the product should be returned to the laboratory for improvement, marketed as is, or dropped before undertaking mass production.

Media Buyers Get Data

One agency emphasized that all information resulting from such research goes to the media buyers on the account, piece by piece, as it filters in. Thus, the buyer can "begin to think about the kind of market and person he wants to reach and how frequently he needs to do so" even before regular test market operations are completed.

Results of this initial market research can also be applied to projections indicating the product's chances for share of market, profit expectations over the long term, and a fair estimate of advertising expenditures needed. This budget will probably be for, first, the introductory period, and, second, for the steady effort, or going campaign, after national distribution has been achieved.

In some agencies these projections are drawn up by members of the research department, in some by members of a marketing department, and in some by members of the product group.

Here are some typical data that might be projected from results of preliminary research described above:

Current national estimate of cars on the road.....56 million

Number of car-owners now using special cleaners.....18 million

Number using dry rag or water only38 million

Market estimates finally evolve after discussion with the client's sales and marketing groups. A 16-ounce aerosol dispenser is selected as representing the best combination of size,

attractive packaging, and utility. A retailer price of 85 cents is fixed to assure dealer and consumer acceptance. On this basis, the dealer would retain 42.5 cents.

Previous product research indicated that the 16-ounce unit would last approximately one month, and that 12.9 dispensers would be used each year by the average family.

National Projections for First Year

National projections based on this initial research are then scaled down to fit an experimental 12-months' operation in five test markets, carefully selected, with one in each of five widely-separated areas.

While it is expected that sales nationally would reach 72.2 million units, the test market share of the national total is computed at 1.1 million units. During this year, of course,

continuing audits of product turnover are made in retail outlets. At year's end, actual unit sales and dollar volume are compared to the projected goals. Assuming that the product does not do so well as the pre-trial estimates, and sells only 800,000 units instead of 1.1 million, national sales expectations must be cut back from \$61.37 million to \$44.63 million.

Now a cost chart, leading to determination of an advertising-to-sales ratio and expected profit can be laid out. In order to meet the competition, mark-up for wholesaler and jobber must be carefully computed, since the client has no salesmen dealing directly with wholesalers. Careful profit determination suggests that 17.5 cents per unit is available for advertising.

Meanwhile, the media supervisor assigned to this product group, and the buyers who report to him, have been receiving results of this volu-

BLAIR-TV availabilities

MARKET: Cincinnati
STATION: WCPO-TV
SUBMITTED TO: George Swishalske
IN BEHALF OF: CLELAND

DATE: 11/11/60
TIME PERIOD: 11:15-11:30 PM
RATING: 11-15-11:30 PM
CURRENT ADVERTISER: Award Theat.

DAY	LENGTH	PREVIOUS PROGRAM	TIME AND CLASS	RATE	SPOTS	NOV. WGT	REMARKS
Mo, We, Fr	All News	In NEWS	7-7:15 PM A	\$700	NA	11-13.5	675
			7:15-7:25 PM A	\$200	NA	11-13.5	735
Tu, Th		In SPORTS	10:30-11 PM A	\$200	\$100	11-13.5	723
Wed		In BORDER PATROL	10:30-11 PM A	\$200	\$100	11-13.5	723
Thurs		In U.S. MARSHALL	11:15-11:30 PM B	\$150	\$70	11-13.5	351
Mo, Tu, Th, F		In WEATHER	11:15-11:30 PM B	\$150	\$70	11-13.5	351
Tue, Fri, Sat		In AWARD THEATRE	11:30-Comm. B	\$150	\$70	11-13.5	351
Sat		All Star Golf	1:30 PM B	\$150	\$70	11-13.5	351
Sat		In BIG TEN BASKETBALL	1:30-4 PM B	\$200	\$100	11-13.5	723
Sat		In SAN FRANCISCO HEAT	6-6:30 PM A	\$200	NA	11-13.5	723
Sat		In CANUCKS	6:30-7 PM A	\$200	\$100	11-13.5	723
Sat		In SILENT SERVICE	10:30-11 PM A	\$150	\$70	11-13.5	351
Sat		In WEATHER	11:15-11:30 PM B	\$150	\$70	11-13.5	351
Sat		In WHOLEYTHIRDS	6:30-7 PM A	\$200	\$100	11-13.5	723
Sun		Weather	11:30 PM B	\$150	\$70	11-13.5	351

ALL Spots Subject to Prior Sale

DATE INFORMATION: 11/11/60
SUBMITTED BY: 11/11/60
DATE: 11/11/60

AVAILABILITY FORM supplied to buyer by representative.

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minous research as it filters in, and have been studying it particularly from four angles: (1) Inherent attributes of the product itself, (2) the product's marketing characteristics, (3) test market results, and (4) kick-off dates to, first, begin distribution in major markets in spring 1960, and, second, commence full national distribution by fall.

As for the product itself, major points affecting choice of media are its demonstrability, average frequency of use (determined from test market activity) and a highly descriptive name, "Gleam-O."

Other elements on which data are available at this stage are competitive advertising volume by media, timing of its appearance, user profile, and, finally, the budget, as determined by the cost chart, described above.

PLAN OF ACTION

On the basis of this information, it is agreed at a meeting of the media supervisor with the account supervisor and client's advertising manager to introduce Gleam-O in 40 markets, accounting for two-thirds of all car sales, with full newspaper pages, spot radio announcements adjacent to newscasts or weather during breakfast and driving times (to concentrate on the man of the house who makes the majority of maintenance purchases for the family car) and spot television, in prime time where available, fringe time where not. In these same 40 markets where car ownership is concentrated, each advertising dollar should produce maximum sales. The date, spring 1960, has previously been determined to coincide with incidence of increased pleasure driving at this time of year.

Later, when full national distribution is launched, the big introductory guns will be a full color multi-page unit in major consumer magazines, with follow-up in magazine space, and spot TV and radio.

The annual national sales expectation, based on market analysis and actual test marketing, is 52.5 million units. Two-thirds of these sales, ex-

DATE: _____		PROJECT: _____		Cincinnati, Ohio	
ADVERTISER: _____		STATION: WRCB-TV		CLASS: 12	
PROGRAM: _____		ALL SPOTS		COST: _____	
PRECEDING PROGRAM	DATE(S) & TIME(S)	TYPE	FOLLOWING PROGRAM	EST. RATE (Sec. 10.0)	COST
IN "PEOPLE SPECTACULAR"	THURSDAY 7:00-8:30 PM			20.0	275
IN "WHEEL MANAGER"	9:00-9:30 PM			27.0	250
WEDNESDAY	11:15 PM		LATE NEWS THEATRE	10.0	190
IN "LATE NEWS THEATRE"	FRI. & SAT. 11:15 PM		F-12.0; Sat-10.0		110*
IN "THE FOOTBALL"	SUNDAY 1:00-4:00 PM		GRAT GRANT	15.0	90
IN "WHEEL"	1:00 PM			15.0	150
IN "WHEEL"	THURSDAY 1:00-4:00 PM			10.0	150
IN "WHEEL OF HOLLINGOOD"	3:30-5:00 PM			20.0	110*

*Plan Rates Quoted.
* If rates (agent) have been quoted for non-plan announcements (see attached rate card for frequency discounts)
Name of the show is adjacent to competition.

Submitted subject to prior sale, date 2/2/60
Ken Klein/ta
THE KATZ AGENCY, INC.

KEY FACTORS are time period, cost and coverage.

pected to occur in the top 40 car-owning markets, would mean a turnover of 35 million units within the first year. At 17.5 cents per unit for advertising, the budget for the entire year would come to an ambitious \$6.13 million.

Because of this product's demonstrability, and a special introduction to the commercials that can literally seize viewer attention, the primary medium to be used continuously will be spot television.

Copy Angle for Commercial

The commercial will open with a screech of brakes, a car crash, and then a voice of authority admonishing the viewer: "Don't let this happen to you. Don't let a dirty windshield blind you to danger!"

This guaranteed attention-getter is followed by a demonstration showing ease of using Gleam-O, how it makes windshields sparkle, how it leaves an invisible protective, dirt-resistant coat behind to keep the windshield cleaner longer.

The one drawback will be that this commercial requires a full minute for introduction plus sales message, thus precluding extensive use of prime time.

Since this product has new features, it is also decided that an initial one-shot large-space newspaper effort is needed in these same 40 markets for

product identification and dealer support.

In any event, first objective for introduction of this new product is to get the news to as many people as possible—in short, maximum reach for the money.

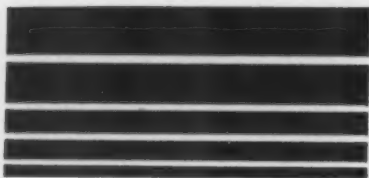
The \$6.13 million appropriation for the first year is divided so that two-thirds of it, or \$4.08 million, will be invested throughout the year in these 40 markets. The initial drive, covering these markets only for a six-months' period, will be divided among the 40 markets so that, after the newspaper expenditure is subtracted, TV announcements in pre- and post-network (fringe) time (to reach the entire family) will garner approximately 140 gross rating points a week in each of the first two four-week's periods of the push (total of eight weeks); 140 rating points means that if every TV home in the market was reached, the average home would see 1.4 commercials.

Two four-weeks' flights will be followed by flights delivering 50 rating points a week in the remaining 18 weeks of the first six months.

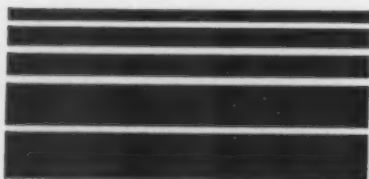
Spot Radio To Reach Men

If any money remains, it will go into spot radio announcements to reach the man of the house, who makes most of the car maintenance

(Continued on page 74)



Sell the complete buying team
with Croplife's Production Edition



Management and production men call the shots on what to buy and who to buy it from in the fast-changing agricultural chemicals field. That's why Croplife has come up with this unique new edition published every fourth week.

It's edited exclusively for production and management men, circulated exclusively to them (about 8,500, every one named and validated). This new, added circulation costs you nothing extra, and it gives your advertising deeper penetration to the complete buying team.

Croplife

the weekly newspaper of the
agricultural chemicals industry
Write:

The Miller Publishing Company
2501 Wayzata Blvd.,
Minneapolis 40,
Minnesota
... business journalists
since 1873



New York
Chicago Kansas City

How
Spot TV
Buyers
Work

(Continued from page 73)

AVAILABILITIES from the CROSLY BROADCASTING CORPORATION

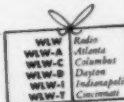
AGENCY Mr. George Salschals DATE February 10, 1960
Mediascope Publications, 420 Lexington Avenue, New York, N. Y.
ACCOUNT _____ PRODUCT _____
TYPE OF AVAILABILITIES 60-seconds STATION WLM-T, Cincinnati
APPROXIMATE STARTING DATE _____

DAY	PRECEDING PROGRAM	AVAILABLE TIMES (Subject to Prior Sale)	FOLLOWING PROGRAM	COST
Thurs.	In Four Just Men	7:00-7:30 p.m.		23.0 274
Fri.	In Rescue 8	7:00-7:30 p.m.		14.4 244
Mon.	In Jack Paar	11:15 p.m.-concl.		11.6 100
Tues.	In Jack Paar	11:15 p.m.-concl.		10.7 100
Wed.	In Jack Paar	11:15 p.m.-concl.		12.4 100
Fri.	In Jack Paar	11:15 p.m.-concl.		14.7 100
Sat.	In Gold Cup Theatre	11:15 p.m.-concl.		14.5 100
Sat.	In Washnet	10:30-11:00 p.m.		13.6 275
Mon.	In Gold Cup Theatre	5:00-6:30 p.m.		22.8 100
			Total	144.7 \$1,413

Rating Source: Oct.-Nov. 1959 N.E.I.

FROM Gene Sumner/pm

CROSLY BROADCASTING CORPORATION



THIS FORM and those on pages 72 and 73 show actual availabilities of the three Cincinnati stations in October-November 1959.

purchases. It will be put into news and weather adjacencies during breakfast and driving times.

The 140-rating point goal is based on both past experience and Nielsen data over the long run showing that this will enable an advertiser to reach approximately 80 per cent of all TV homes in the average market over any given four-weeks' period with a frequency of 8. The four-weeks' period is used because Nielsen reports cumulative audience over a four-weeks' period.

In a typical large agency, such media objectives have been determined by an associate media director

who has gone over every element of the plan, before any representatives are called in, with the assistant media director assigned to the account. This assistant media director will later supervise the buyers who actually determine the number and placement of announcements needed in each market to satisfy these objectives for both the heavy introductory first eight weeks and the "going campaign" which will cover the 40 markets steadily until national distribution begins six months after the selections have been made.

The process used to determine the number of announcements needed to



achieve the predetermined number of rating points (or, in some agencies, the "four-weeks' reach and frequency objectives") generally goes like this, for each individual market.

Take Cincinnati, Ohio, with three TV stations, each of which reaches from 58,600 to 119,400 TV homes during the average quarter hour between 6 and 9 P.M., according to Nielsen. ARB also has figures for homes reached by each station, and J. Walter Thompson, Lever Brothers, and Procter & Gamble have their own formulae for computing individual station coverage.

To find Cincinnati's share of the \$4.08 million budget for the year, the buyer weights the Cincinnati expenditure (and that for each of the other 40 initial target markets) according to its share of automobile sales among those 40, determined in this case from the initial market research described previously. These results showed Cincinnati to rank 24th among the 40.

Use of SRDS

However, in lieu of such research, a buyer could come very close to the same figure by looking up market rankings by "Metro Area Automotive Store Sales" in SRDS, which give market rank, consumer dollar expenditures in automotive stores for each market, and percentage of total U. S. automotive sales.

Using these data, Cincinnati's share of the \$4.08 million can be determined by using this formula:

$$\begin{aligned} & \frac{\text{Cincinnati share of automotive dollars}}{\text{Total 40-market share of automotive dollars}} \\ &= \frac{\text{Cincinnati share of \$4.08 million}}{\text{or}} \\ & \frac{240,481,000}{15,443,248,000} = .015 \\ & \text{then} \\ & .015 \times \$4,080,000 = \$61,200 \end{aligned}$$

Two-thirds of this (for first six months) is \$40,800. Subtracting newspaper one-shot, full-page cost in the *Post & Times-Star* (a total of \$1,386) leaves \$39,414 for spot TV and radio for first six months in Cincinnati. Or,

approximately \$1,516 per week, with heaviest spending during the first two four-weeks' spot TV flights. Experience tells the buyer that shrewd buying can deliver an average fringe time rating somewhere in the neighborhood of 10. So it will take approximately 14 commercials per week to give him 140 rating points. But this is only an estimate for guidance.

Now the buyer is ready to make the actual selection for which, in a campaign of this extent (covering 40 markets) he should ideally be allowed at least two weeks. In practice, however, the buyer doesn't always get two weeks—sometimes not even one week. Therefore, some of the elements considered in the following description of evaluation at its best may be skimmed over, or even ignored completely.

FINDING AVAILABILITIES

The buyer now knows his allocation for each of the 40 markets and his reach and coverage objectives. He calls in the representatives for every station in each of the 40 target markets. In Cincinnati, the representatives are Blair-TV for WCPO-TV, The Katz Agency, for WKRC-TV, and Crosley, for WLW-T.

Some agencies give the representatives the whole story, with stress on coverage and frequency objectives, and in some cases even cost-per-thousand objectives. Some agencies, for particular accounts, have established a maximum cost-per-thousand figure for each market, usually ranging between two and three dollars, which their buyers are forbidden to exceed.

At other agencies, the representative is only told, "We want minutes in evening fringe time—prime time if there's any to be had."

And some agencies, who may or may not give full information on their own plans, will ask the representative for full information on competitors' plans—everything from numbers of announcements on numbers of stations, to timing and costs of complete schedules.

The representatives' daily schedule or traffic board, one for each station he represents—has all sold time periods blocked in with the names of advertisers using each station. He doesn't tell the buyer the individual brand names and time slots being used by competing products—not if

(Continued on page 78)

3-stage reporting keeps Feedstuffs first in its field

If it's important, it begins as news . . . grows into a trend . . . becomes an established principle. Only *Feedstuffs*, in the formula feed industry, gives readers this complete 3-stage reporting on what's important to them. News . . . news related to other news . . . news studied, analyzed, even backgrounded by independent experts; that's the editorial format for *FEEDSTUFFS*. It's the biggest, most-looked-for business publication among feed men, particularly the planning and purchasing people. It carries the most advertising, too—by lineage and by number of advertisers.

FEEDSTUFFS

The complete idea source for feed men
An informed audience is a buying audience

The Miller Publishing Company

2501 Wayzata Blvd.,
Minneapolis 40,
Minnesota
... business journalists
since 1873



New York
Chicago Kansas City

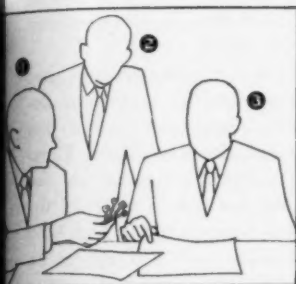
This Chilton Report Came Straight from the Market

“ . . . our business paper



AMP INCORPORATED is an outstanding leader in the field of solderless wire termination. The company was established in 1941. Its growth kept pace with our industrial civilization, which is dependent upon so fundamental a thing as the flow of electric current through a wire. The wire, of course, is only the means of transferring power from source to application, but how the wire is terminated is a crucial matter. AMP's product, technological know-how, services and facilities have today penetrated world markets. Wherever there is need for an electric circuit, there is need for AMP services or products. Steering the company's course in selling and advertising are Franklin E. Howell, General Sales Manager; Oliver W. Holmes, Director of Industry Sales Managers; and Albert Curtis, Advertising Manager. In a recent interview they told how business magazines contribute to their company's success. A few excerpts are published here.

Advertising is being read"



Mr. Holmes. We advertise in a large list of business magazines, the reaction within our organization is important too. We get playbacks from our people. If we aim at purchasing we get a playback from our own purchasing department, we know we have a hit. Playbacks come from Engineering, Designing, Research and other departments. We found these reactions

fairly typical as an outside check. We make our business magazine advertising work in many ways to keep people informed. For instance, we use our advertising to revitalize acceptance of products that have been our bread and butter lines for years and we hear from people who have had no opportunity to know our standard items. There's a constant turnover of people that our advertising reaches for the first time.

2 Mr. Curtis. There has been a big expansion in our business magazine advertising over a 10-year period and in direct proportion to our increase in sales. Both have been rather phenomenal. The growth pattern of advertising expenditure is not directly connected with a specific year's sales, but sales follow the advertising expenditure. The point is you advertise to improve sales, and the improvement is reflected several

years after the advertising has been completed. Our business inquiry levels have increased considerably, and that is a good indication that our business paper advertising is being read. Readership and inquiries give us an opportunity to get our literature in the proper places. We have gone further than just accepting inquiries. We use our sales force to help evaluate them.

3 Mr. Howell. Our business magazine advertising is important for our new product development, and we use it to spread information to a lot of people. That's particularly true in some of the larger companies where there are so many different divisions. We hear from hard-to-reach people in response to our business magazine advertising. So we are able to broaden our calling efforts and find our salesmen turn up important people that normally they would not get an opportunity to meet.

Business magazines serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of business magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton

COMPANY

Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Optical Journal and Review of Optometry • Motor Age • Jewels World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books



(Continued from page 75)

he adheres to the new rules adopted by the Station Representatives Association. But from his schedules he can determine which availabilities are separated from slots already sold to competitors.

The buyer may also warn the representatives that the agency (in cases where it does) has a standing policy against payment if Gleam-O is placed in a triple (or more) spotting situation. The buyer can emphasize this policy by pointing to the clause to that effect written into the contract.

The representatives are in constant touch with all of their stations through the stations' own traffic managers, who immediately block out every time period sold, nationally by the representative, or locally by their own salesmen. The representatives can normally get back to the agency with a list of availabilities, prices, ratings,

and adjacent programming, within 24 to 48 hours.

These availabilities take into consideration individual station policies on product protection. Thus, no Gleam-O commercial will be placed within 15 minutes, or 30 minutes (depending on policy), of a commercial for any other glass polish, wax, or cleaner.

The three availability sheets for Gleam-O are reproduced on pages 72, 73 and 74.*

The buyer must now evaluate each availability for: (1) maximum reach, (2) protection against adjacency to competitive product announcements, (3) verification of costs, and (4) to make sure everything is still within the budget. Here, the buyer generally has the help of his assistant, or estimator. If this is a real rush, the assistant media director (or media supervisor as he may be called in some agencies) will pitch in, too.

During evaluation, one of the primary elements the buyer must keep in mind is that the commercials should not be bunched together in the same time slots every night. They

should be moved around within the 6:00-to-7:30 and 11:00-to-11:30 ranges on different nights in order to reach the greatest possible number of unduplicated viewers (the objective here). As one media executive says, "Spread 'em out, but not so far out that you're not getting the audience you're after."

Where the objective is maximum frequency, of course, reach would be sacrificed, and the buyer, would try to hit the same viewers, same time, same station, each night.

Another factor in this analysis, and one fighting against maximum announcement dispersal, is that the targets are adults who drive. There may be children's programs on one or all of the stations in many of the 40 markets between 6:00 and 6:30 P.M. But there are also apt to be good adjacencies to news and weather shows, and within the post-network movies that tend to bunch up between 7:00 and 7:30 and between 11:00 and 11:30. But these are the best opportunities to reach the driving adults of the house, particularly the man who would be most likely to care for the car.

What Is Available?

In the end, time slots selected depend heavily on what's available. If availabilities are really poor, the buyer may even resort to a run-of-schedule plan if a station or stations in one of the 40 markets offers such a plan. This is generally a last resort, although usually the lowest cost plan possible.

The entire buy for a given market might be placed on one station, to take advantage of a maximum discount plan, provided the plan offers maximum spread through the use of various time periods.

And a buyer needn't always take every availability offered by one station to qualify for its various plan discounts. Some stations stipulate a certain dollar-per-week minimum,

(Continued on page 80)

THE MAGIC OF MENUS

is pulling more Americans with more money to spend than ever into more top volume restaurants more times than ever before



Market-wise . . .

RM's **SPECIALIZATION** on commercial restaurants plus its **SELECTIVE SATURATION** with respect to the top volume segment is your answer to this tremendous challenge of the 60's.

RESTAURANT MANAGEMENT

60,000 CONTROLLED CIRCULATION EFFECTIVE JULY 1, 1960

Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y. 201 N. Wells St., Chicago 6, Ill.
633 So. Westmoreland Ave., Los Angeles 5, Calif. 900 3rd St., San Francisco 4, Calif.
583 Eight-O-Five Peachtree Bldg., Atlanta 5, Ga.

*This is May. The Gleam-O campaign is to begin this month. But, since availabilities cannot be confirmed more than 30 days in advance, and this schedule was prepared in February, these availabilities are those that actually existed in Cincinnati in February, and do not reflect what may be available today. Similarly, ratings for each time period were those given by NSI for October-November 1959.



**MOVE OVER
POLITZ...
FOR AARON KADISH**

Aaron makes magazine surveys, too—on the corner of 44th and Broadway. If you want to get the straight dope on how a magazine's doing, ask Aaron, or any other newsie for that matter. Ask him about the new American Home. He'll tell you it's a live one . . . moving like crazy. Newsstand sales for the first quarter of 1960 were up a whopping 18% over last year. Why? Ask The Art Directors Club of New York. They just picked American Home as tops in its field for visual and editorial excellence—"graphic excitement," they call it. Better still, pick up a copy and see for yourself.

A CURTIS MAGAZINE READ BY 12,000,000 MEN AND WOMEN WITH A CONSUMING INTEREST IN THE HOME



"PASS-ALONG READERSHIP"

This stock statement, another favorite cliché in businesspaper promotion, is all-too-often used to pad a slightly anemic circulation figure or to justify an ambitious page rate. We sometimes suspect that the "pass-along" total includes all the members of the local Scout troop during the annual wastepaper drive.

Here at Miller Freeman Publications, we base our rates on known circulation, verified in the field by our own circulation men. We not only know how many readers each of our 14 books has, but we know who they are because we sought them out, by cultivation and by editorial content. And that applies whether a given book is controlled or paid.

Another tested MFP policy is *flexibility*—in coverage of a given industry. Take mining. If an advertiser sells to the U.S. market, he can buy our *Mining World*. If he sells overseas, *World Mining*. Or if he wants to really cover the field, he can (bless him) buy both at attractive combination rates. And whatever he buys, he knows precisely whom he's reaching and at a fair price.

In the industries we serve, therefore, you will find an MFP book, or a combination of them, that selects your market, by segment, regionally, nationally, or internationally, and at the right price. They're made to measure, your measure.

MEASURED TO MARKET

Coverage-Content-Cost

PULP & PAPER • PULP & PAPER INTERNATIONAL • CONSTRUCTION WORLD • THE LUMBERMAN • THE TIMBERMAN • MINING WORLD • WORLD MINING • CLEANING and LAUNDRY AGE • SEA & Pacific Motor Boat • PACIFIC FISHERMAN • PACIFIC WORK BOAT • PACIFIC LAUNDRY & CLEANING JOURNAL • WESTERN BUILDING • WESTERN BAKER



MILLER FREEMAN PUBLICATIONS

San Francisco • New York • Chicago
• Seattle • Cleveland • Vancouver,
B. C. • Los Angeles • Atlanta •
Portland, Ore. • London, England •
Cologne, W. Germany

How
Spot TV
Buyers
Work

(Continued from page 78)

above which plan rates noted on the availability sheet are still in effect. However, when buying this many time slots with this many limitations, the buyer would probably have to use at least two stations, because there usually aren't this many minutes a week in fringe time on just one station.

For those stations offering them, the buyer might consider lower-priced pre-emptible time slots (subject to sale at full rate to another advertiser), provided the slots are really productive, and provided the buyer has a promise of first option on these same periods when another advertiser offers to buy them. Note that in Cincinnati, WCPO-TV does not grant first option to buyers of Section II (pre-emptible) announcements. Such spots are movable on two-weeks' notice if sold to an advertiser paying full rate.

For the purpose of our example, we are assuming that the manufacturer of Gleam-O has no other product currently on spot TV. But, if he did, the buyer would also have to check both his own, and often other agencies, to determine whether or not this additional buy will entitle his client to further discounts and station package plans beyond the limits of the Gleam-O buy. Such operations for giant multiple-product sponsors with several agencies are often handled through one agency designated as coordinator.

Ratings for Integrity

If the buyer has the time, he might also compare stations for: "station integrity," "community service," and types of advertising accepted. But nine times out of ten, the buyer doesn't have the time.

To protect Gleam-O from being triple-spotted, some agencies insist that their buyers watch stations' observance of sections of the NAB code pertaining to multiple-spotting. Some agencies also have station black lists for the buyer to check. The way for a station to get on one of these lists is to get caught quadruple-spotting, ignoring usual product-protection pol-

icies, or running commercials in time periods not ordered, without a good excuse, and without first notifying the agency and arranging for make-goods.

Methods for checking stations on such practices range from spot checks of station logs to monitors. Some agencies have men on the road who go into a local market unannounced and monitor all local stations from a hotel room. Others receive reports from client salesmen, or, more frequently, competing stations' representatives.

Many an agency buyer, of course, will admit that "we aren't without guilt when it comes to multiple-spotting. Clients put pressure on us to get into particularly good openings; we put pressure on the reps; they pressure the stations."

Generally, tools at hand for evaluating availabilities are coverage and cost data, program schedules, and ratings for each time period on each station in each market. Sources are the station itself, the representative, who includes much of this information right on the availability sheet (see illustration), SRDS, Nielsen or ARB reports, and BAR reports.

The small agency, however, may not subscribe to two rating services, nor to BAR. In the latter case, the buyer in the small agency must rely on the honesty of the station in matters of multiple-spotting.

Cost Calculations

To find cost efficiency of each time slot offered, cost per announcement can be divided by number of TV homes it reaches. Using data from ARB's new total area reports, which give average total homes reached by each station over a four-weeks' period during each quarter hour, plus metropolitan rating, viewers per set, and audience composition, cost per availability can be calculated down to cost per thousand adult men, as well as cost per thousand homes, or cost per thousand viewers. We are assuming the buyer has time to go into all these details.

For example, the highest rated availability on the Katz list for WKRC-TV is within the Mike Hammer show, Wednesday, from 9:00 to 9:30 P.M., with a rating of 27 and a cost of \$350.

According to ARB's November re-

(Continued on page 82)

You, too, can

REACH FOR

A BIG PIECE

of the

BAKERY

MARKET

The direct road to success for any advertising aimed to sell any product to the bakers of America is **BAKERS WEEKLY**—first choice, each year, of advertisers who give it *more* advertising pages (and more pages of *exclusive* advertising) than the next two bakery publications combined.

Here's why: **More and better editorial content**—it's the only weekly in the field and has more news, more features, and more editors (each a recognized authority in his specialized phase of the business) than any other bakery publication. And readership is checked regularly *through personal interview* by Mills Shepard Research. **Quality circulation**, ABC audited, with a 78.12% renewal rate—more than 75% of its readers are bakery owners and executives. **Extra-service dividends**—

BAKERS WEEKLY exclusive research laboratory and experimental bakery, engineering and market service departments, merchandising aids, and the Selected Directory of Bakeries. All together, they make **BAKERS WEEKLY** the most listened-to voice in the industry!

BAKERS WEEKLY editorial power, quality circulation and extra services affirmatively influence the effectiveness of the advertising it carries. Find out how you, too, can get a man-sized portion of the \$6.2 billion bakery business. Get in touch with your **BAKERS WEEKLY** representative—today!

BAKERS WEEKLY

71 Vanderbilt Avenue—New York 17
520 N. Michigan Ave.—Chicago 11
West Coast: Smith & Hollyday, Inc.
22 Battery Street—San Francisco 11
5478 Wilshire Blvd.—Los Angeles 36



by
advertising
in
BAKERS
WEEKLY





(Continued from page 80)

port, TV homes reached by WKRC-TV from 9:00 to 9:15 P.M. on Wednesdays come to 69,500. And, from 9:15 to 9:30 P.M., 72,000 homes are reached. An average of these two gives 70,750 TV homes, divided into \$350, gives \$4.94 per thousand TV homes.

Similarly, according to the same ARB report, 38 per cent of viewers from 9:00 to 9:15 P.M. and 39 per cent from 9:15 to 9:30 P.M. are adult males. Viewers per set for both time periods are 2.1.

Then, 70,750 (TV homes) multiplied by 2.1 (viewers per set) equals 148,575 viewers, and 38.5 per cent of 148,575 viewers equals 57,201.4 adult male viewers. Again, dividing \$350 by 57,201, gives \$6.12 cost per thou-

sand adult male viewers.

This process, of course, can be used to determine cost per thousand women, teenagers, etc.

For agencies subscribing to Nielsen's NSI reports, (like ARB's total area report, eight a year are published for Cincinnati) availability prices can also be applied against number of homes, men, women, teenagers, and children by quarter-hours to determine various costs per thousand. Now that NSI is available for 146 markets, the buyer rarely has to rely, as formerly, on an arbitrary cut-off point ranging from 30 to 40 per cent, applied to number of TV homes reached by each station as reported by NCS No. 3. Certainly not for a 40-market buy such as this.

ORDER PLACEMENT

And so, from all this information, the following availabilities chosen for Cincinnati for the first eight weeks are shown in the contract form reproduced below.

The buyer who selected these avail-

abilities gave these reasons for his choice:

"These adjacencies to news, weather, and sports provide high male interest. Also, since good reach is achieved by spreading the announcements through various time periods on every day of the week, we can save money by earning maximum frequency discounts on one station.

"I'd normally recommend a few announcements on WLW-TV in the Jack Paar show, if it weren't so over-commercialized already."

These are all ordered on a 52-weeks' basis for several reasons. Some, the best, are actually going to be retained for the full year, through both the spring 40-market introduction and the national campaign set for fall. Many will be cancelled after the first eight-weeks' push (on two-weeks' notice).

How to Get the Best

The important point is that the ones that are retained will be the cream of the cream, since stations may offer their own best availabilities only on the possibility of a long-term buy.

Some buyers, however, and most representatives, feel differently on this point. Bill Vernon, account executive for Blair-TV, says that even if a buyer tells a representative that the client is only interested in a four weeks' flight, the great majority of stations will trot out their best availabilities. They're better off making a definite sale, even for a few weeks, than risking unsold announcements; and it gives the representative and his station four weeks more to sell what's left.

As for the personal element, says Mr. Vernon, the majority of representatives will "break their backs" to deliver the best in the house to a buyer they know will level with them every time.

As soon as the buyer has selected which of the availabilities he will order, he gets back to the representative, usually by telephone for the sake of speed (before some other agency snaps up the best ones). The representative then reaches the selected stations by phone or teletype for confirmation that the ordered time slots haven't been sold elsewhere.

If still open, first commercials may be aired without awaiting completion of paper work. As soon as the repre-

CONTRACT FOR SPOT TELEVISION
(Advertiser fills in ALL and NABE, see form)

NAME OF ADVERTISING AGENCY
ADDRESS
CITY STATE
TELEPHONE NUMBER

TO: MANAGER OF TELEVISION STATION WOPR-TV
CITY AND STATE Cincinnati, Ohio

DATE OF ORDER 10 April 1962

STATION WOPR-TV, INC.

DATE OF FIRST TRANSMISSION 23 April 1962

TIME PERIOD	DATE	TIME	LENGTH	SPOTS	RATE	TOTAL
1 Minute	7-7:15 PM	Mon, Weds, Fri.	3	\$400 ea.	\$1200	
1 Minute	7:15-7:25 PM	Tues, Thurs.	2	\$300 ea.	\$600	
1 Minute	10:30-11 PM	Thurs.	1	\$100	\$100	
1 Minute	11:15-11:20 PM	Tues, Fri.	2	\$350 ea.	\$700	
1 Minute	4:30 PM	Sat.	1	\$350	\$350	
1 Minute	4:30-6 PM	Sat.	1	\$300	\$300	
1 Minute	6-6:30 PM	Sat.	1	\$100	\$100	
1 Minute	6:30-7 PM	Sat.	1	\$100	\$100	
					TOTAL	\$3500.00

AGENCY ORDER, in consideration of the foregoing, is made payable to the station in full.

STATION ORDER, in consideration of the foregoing, is made payable to the agency in full.

Station Order Number: 1000. Station Order Number: 1000.

Copyright 1962, National Association of Broadcasters, Inc.

representative finds which of the ordered slots are still open, confirmations are sent to the agency, one form for each station sold to Gleam-O.

Where the ordered slot is no longer available (one buyer thinks he's "lucky if 60 per cent of offered availabilities originally ordered can be confirmed") the station generally suggests alternative time slots, as close to the original agency goals of time period and reach as possible.

These are again transmitted to the buyer by the representative, again evaluated and approved or rejected by the buyer. Often this involves ordering a greater number of separate time slots than the number originally ordered by not confirmed. But they are lower-rated, usually lower-priced, and, when added, achieve approximately the same number of TV homes at the same price.

Later, after the initial eight weeks, when the slots no longer wanted for the remainder of the going campaign have been cancelled, and only the best are still working for Gleam-O, there's still work for the buyer. He can't afford to let this schedule of "best" spots stand because they may not remain best for long.

"Other Openings"

As one media director told us, "Other openings turn up all the time on other stations in the market, even on the station you're already using. Some of these will net more TV homes than the worst of the best you have left. And you have to keep after the representatives continually to discover these new availabilities as they occur. You never have a schedule so good that it can't be improved.

"The representative has already sold you the greatest number of availabilities you're going to use for Gleam-O. Moving you around just makes paper work for him, and leaves him with empty slots somewhat less productive than the ones you want to move into, assuming you find out that they exist. This means he could sell these to another advertiser with less trouble than the slots you're leaving. That's why you really have to keep after them."

Other buyers, however, feel that it's to the representative's own interest to help the buyer improve his schedule, because "if he doesn't upgrade your spots as better openings occur on his station, the representa-

tives for other stations in the same market will, and he'll only be losing some of the business you've already thrown his way."

This assistant media director maintains that the most efficient way to improve an existing spot schedule is simply to "tell every representative in each market exactly what you have on each station. This way, you use the natural forces of competition to play one station against another to let you know when better time slots are up for grabs."

Station Affidavits

Most stations send affidavits, based on the station log, back to the agency as proof of performance. These affidavits generally cover announcements for one advertiser over a period of one month. They are directed, in most of the larger agencies, to the accounting department, together with the bills. Accounting clerks check the bills and affidavits against the estimates for the buy to assure that costs are

in line and that the stations deliver the time periods ordered. If discrepancies are found, the papers go back to the buyer who arranges for make-goods or credits.

Most stations, however, will notify their representatives as soon as they realize that for one reason or another (usually technical failure or human error) the commercial can't be telecast in the time slot ordered. The representative will then notify the buyer and offer alternative availabilities for the make-good.

The buyer can generally approve or disapprove on the spot. If the answer is *no*, the advertiser receives a credit. This means that the cost of the misplaced commercial is deducted from the station's bill to the agency. In such a case, the buyer makes out a credit form and sends one copy to accounting and one to estimating. When the station does this, of course, everything is settled before the paper work ever reaches the accounting department. ■

MEDIA/ZOO



"We may be little guys, but we're big in your medium. You owe it to us!"

PIX

Automation Pays Off . . .

. . . If Several Departments Use Same Data

PUNCHED CARD and other forms of mechanization can and do save clerical time in agency media operations. But to do so economically, three prerequisites must be met.

First, machines must be applied only to operations in which the same stored information must be reproduced again and again.

Then, functions of many agency departments, such as research, media, traffic, and accounting must be integrated so that information on any one station or publication can be used by the machines, from estimates through client billing and media payment.

Finally, to achieve these musts for profitable automation, discipline and education of all agency departments, and even of clients are needed.

Such were the highlights of a discussion at the April meeting of the New York Advertising Media Planners.

Possibilities for the future brought out in floor discussion envisioned the possibility of a central tabulating bureau to serve the many medium-sized agencies for whom individual leasing or ownership of computers is too costly. Such a service might also serve as a central information source for availabilities from each station representative.

Benton & Bowles Operation

Jack Boyd, methods and procedures analyst of Benton & Bowles, gave the planners a blow-by-blow description of how his agency has applied punch card systems gradually, over the course of six years, to one agency task at a time, carefully analyzing each step for its economic advantage over prevailing manual procedures.

In the Benton & Bowles media operation, the ability of the machines to sort out stored facts fast, and organize them into usable form, is now applied daily to estimates, client billings, payments to media, and allied accounting reports, for newspaper, spot radio, and spot television campaigns.

In the newspaper operation, for example, the order for an estimate,

originating with the media buyer, goes to the tabulating department.

Tabulating has a set of master cards, one for every newspaper ever used by the agency's clients. On each card is that paper's name, city, state, code designation, client sales district or division, line rate, and discount. Rate changes, if any, are updated weekly by key punch.

Automatically-selected cards, fed through the machine, produce printed estimates, including gross cost and cash discount. The same cards, run through again, turn out client billing, payments to publishers, trial balances, accounts receivable, statements of account, and sales analyses.

These cards, once punched and verified, are certified records, readily available for machine processing in the creation of numerous reports. Through their use, the constant re-copying and checking of a manual method is eliminated. By simply sorting cards mechanically in the desired sequence, a report may be run at machine speeds, and with the inherent accuracy of machine accounting.

Mr. Boyd emphasized that the extent of re-use of each card in many operations determines the economic efficiency of mechanization.

"If we can use a piece of information only once, there's little reason for punching it into a card," he said. "The more we can make repeat use of the same information, the more time and money we can save by letting a card reproduce what a typist formerly had to reproduce each time media, and accounting, and traffic, and research had to put the name of a paper or station down on a piece of paper."

The Benton & Bowles spot broadcast operation is similar to that used for newspapers, except that in lieu of a file on existing rates for each station, tabulators work from an information sheet supplied by the estimator. For television, the machines also tabulate each use of each commercial in the film library and produce talent payments.

Machines may also be used to calculate circulation of each station

in terms of TV homes by county. And, while magazine buying is not yet speeded mechanically at the agency (though this is under study, which, incidentally, shows that manual preparation of one insertion order for one magazine requires the magazine's name alone to be typed 15 separate times), various combinations of magazines may be run through to determine combined circulations within each U.S. county.

For other Benton & Bowles departments, the machines tabulate and profile all types of market research studies, prepare agency and talent pay rolls, and cost accounting reports, expense analyses, etc., applied to each account.

Machines also tabulate results of store audits, preparing monthly reports for each market showing brand share and distribution, as well as reports measuring influence of promotional features on sales, and breakdowns of advertising budgets by client sales areas.

Machines No Cure-All

Other comments made at the meeting, however, indicated that mere machines are not always the answer to all agency problems.

One agency man warned that while machines are capable of amazing output, installation can lead to economic chaos if they are superimposed on inefficient systems or procedures. He pointed out that the revamping of agency systems that goes with proper machine installation may often effect great savings by itself, for which the machine would probably get all the credit.

Another person cautioned the group to "Beware of the computer salesman." He pointed out that it is far cheaper in the long run to pay a large fee to an unbiased consultant to set up the machine and the system together for maximum effectiveness.

It was also pointed out that while machines are accurate, fast, non-temperamental, and willing to work overtime, they still need men to program them.

Contrary to the popular impression, total audience is not the exclusive property of a few mass magazines, but a measurement common to most advertising media. Here's documentation of the value of pass-along—and therefore of total-audience to advertisers.

The Total Audience Concept

By Edward B. MacDonald



Mr. MacDonald is director of advertising planning for Look Magazine. He is former manager of media research and associate director of media relations at Young & Rubicam.

MANY PERSONS have accepted the concept of total audience as the true measure of how many different people or households a publication reaches. But there probably has not been another subject which has been as misunderstood as the total audience concept. The misconception stems not only from uncertainty in some persons' minds as to the value of pass-along audience to an advertiser, but from such a simple question as the identity of those who want total audience. Many in the business have been prone to brush off the audience concept simply because *Life* or *Look* conducts such studies. Actually, the list of those who want total audience is a very long one, and it is by no means confined to media. But before examining the kinds of organizations comprising this list, let's take a look at some of the criticisms that have been levelled against the audience concept over the years, together with the research documentation refuting them.

Claim 1: Pass-along readers don't see or read the advertisements and therefore are of no value to advertisers.

The most conclusive evidence to the contrary is the 1959 national survey conducted for *Look* by Audits & Surveys Company. This study determined the number of pages opened by a household's readers, on both a claimed basis and on a physical check (glue-spot) basis. All households opened some 90 per cent of the pair pages and the pass-along households scored 91 per cent as high as the original households.

The Advertising Research Foundation's 1956 Printed Advertising Ratings Methods Study, an investigation of

The Total Audience Concept

the principal methods for measuring readership of print advertisements, demonstrated that, by recognition or noted tests, pass-along readers scored 86.1 per cent as high as original-household readers of the same magazine under the identical test conditions. In the same study, aided recall or proved name registration tests (as distinguished from recognition tests) showed that pass-along readers scored 87.5 per cent as high as original-household readers of the same magazine under the identical test conditions.

One must conclude that pass-along audiences, far from being of no value to advertisers, have "important commercial value to them, since scores among this group tend to be almost as high as among primary audiences, and results are consistent on individual ads." The quotation is from Dr. Seymour Banks, vice president of media planning and research, Leo Burnett Company.

Claim 2: Total audience figures are not meaningful because of the survey's minimum qualification; i.e., a person need recognize only one editorial item to be included in the total audience figure—and this item could have been seen in a newspaper, motion picture, or a TV newsreel.

A BASE FOR DECISIONS

All media are good, or they would not have been sustained throughout the years. Each has its values, and these, of course, extend beyond the purely quantitative ones that have been discussed here. However, it is useful to have total audience size established. From this uniformly defined and accepted basis of comparing the size of audience and cost for different media, the decision-maker can then add and subtract for whatever values he places upon the qualitative factors of each medium.

On the contrary, the average reader sees the great majority of editorial items. As long ago as 1949, the *Life*-Politz study of accumulative audience reported that "as few as 1.6 per cent of *Life* readers recalled seeing only one item. These results indicate that the reader definition used in the study satisfies realistic thinking and constitutes a very practical tool." A similar conclusion had been drawn by The Magazine Audience Group two years before, and was reported in Crossley's "Continuing Study of Magazine Audiences."

Actually, Politz discovered that the average reader recalled seeing 70 per cent of all editorial items in a test issue of *Life*, the median reader, 80 per cent. Anyone who is disturbed by the low minimum requirements for qualifying readership should simply throw out 1.6 per cent of the total audience figure.

Claim 3: Pass-along and out-of-home readers spend little time on a magazine. Therefore, they are not worthwhile to the average advertiser.

Not so. Even in terms of 1951 issues, the time spent on

magazines by their pass-along and out-of-home readers was adequate to insure exposure to the advertisements. A glance at the accompanying table (table 1) will support this contention.

Pass-along readers of magazines spend less time on a magazine than do its original-household readers, but so do younger (vs. older) readers of these magazines, upper income (vs. middle income) readers, readers in cities of over 100,000 population (vs. those in cities of under 100,000 population).

Claim 4: Pass-along readers are "barber shop" readers, and therefore, are of no value to the average advertiser.

About 3 per cent of total readers are in this category, according to the PARM study—if you also include beauty shop readers (see table 2). It has never been proved that barber shop or beauty shop readership is of poor value to the advertiser. But even if you believe that such readership is completely worthless, existing facts indicate that only somewhere between 2.6 per cent and 4.1 per cent of a magazine's total audience is of this kind.



Claim 5: Pass-along readers are "one pick-up readers," exposed only once to the magazine, and so are not of value to advertisers.

The only survey to date measuring this factor was a 1952 study conducted by W. R. Simmons & Associates for Crowell-Collier Publishing Company. It was based on 28,000 interviews and a questioning procedure based on "yesterday only" to reduce memory distortions. It showed that, on an average for all magazines in the major weekly magazine field at that time, 70 per cent of the pass-along readers returned to the issue for a second time.

While the above data demonstrate the parity of pass-along audience with primary audience, media research reveals another (and quite possibly an even more important) facet of pass-along, and therefore of total, audience. This concerns who these people are.

Most advertisers and their advertising agencies are interested in reaching efficiently the younger families of the nation—those with younger children, with larger households, and with above-average income. Such households account for a disproportionately large share of the expenditures for practically all items, extending their influence into even higher-priced product categories, as revealed, for example, by the 1956 *Life*-Politz "Study of Consumer Expenditures." This showed that although households with younger children represented 40 per cent of all U.S. households, they accounted for 45 per cent of the expenditures for all goods and services—for 46 per cent of that spent for food, beverages, and tobacco; 43 per cent of that for home operation and improvement, etc.

Age of Pass-along Readers

Data from surveys respected by researchers demonstrate that younger age characterizes pass-along readers as follows:

1. An unpublished 1954 study for Crowell-Collier, conducted by W. R. Simmons, showed the median age of the average reader of the four major weeklies (*Collier's*, *Life*, *Look*, *Saturday Evening Post*) to be:

	Original-Household Readers	Pass-along Readers
Men	44.3 years	35.2 years
Women	39.0 years	34.1 years

2. Confirmation is found in the 1955 *Look*-Politz audience data, based on classifiable readers of a circulation check issue. The median ages were:

Original-Household Readers	Pass-along Readers
38.2 years	30.7 years

The natural corollary of reaching younger adults is that of also reaching households with younger children. Research evidence that pass-along readers are characterized by having younger children in the family is found in the 1955 *Look*-Politz audience data based on classifiable readers of a circulation check issue, as follows: Per cent of readers who live in a household with children under 10 years of age: 33.5 per cent of original-household readers; 40.2 per cent of pass-along readers.

In view of this research documentation, it seems obvious that coverage and cost comparisons—especially

inter-media ones—should be based on each medium's total audience.

It is simply because of such research documentation of the value of audience that the Association of National Advertisers, through active committee work, has advocated that such studies be done. Since the war, a committee of the ANA has worked hard to promote a general magazine study of total audience; it has urged the Advertising Research Foundation to promote this plan.

The American Association of Advertising Agencies, in behalf of its member agencies, also has supported the view over the years that total audience studies would be valuable. Shortly after the war, the AAAA supervised studies of this type, conducted by the Roper organization in different cities.

This seems to indicate rather conclusively that the advertising industry in general wants total audience studies. Of 35 projects suggested in 1952 to the subscribers to the Advertising Research Foundation, a consumer magazine total audience study ranked third in desirability—with 63 per cent of the voters indicating that they wanted it. In 1953 ARF again polled its members; this time, 72 per cent of the voters wanted a total audience study giving the number and characteristics of readers of magazines. As director of media research of Young & Rubicam at that time, I served as sub-committee chairman of a group charged with developing a technical plan for the study, and can therefore personally attest to the industry-wide interest in the study and the enthusiasm for it.

Furthermore, of 38 advertisers and advertising agencies who were asked to contribute to the financing of this ARF study, 36 agreed to pay their share (from \$750

Table 1-A:
TIME SPENT ON MAGAZINES BY PASS-ALONG READERS*

	Time spent	Influences on time spent	
Look	46 Minutes	Picture Magazine	115 pages in issues
Life	56 Minutes	Picture Magazine	123 pages in issues
Post	81 Minutes	Text Magazine	139 pages in issues

* readers other than those in household of purchaser of magazine.

Source: "National Magazine Readership Survey" conducted by W. R. Simmons & Associates Research, Inc., for Crowell-Collier Publishing Company, New York, 1952.

Table 1-B:
TIME SPENT ON MAGAZINES BY OUT-OF-HOME READERS*

	Time spent	Influences on time spent	
Look	42 Minutes	Picture Magazine	115 pages in issues
Life	53 Minutes	Picture Magazine	123 pages in issues
Post	69 Minutes	Text Magazine	139 pages in issues

* reading time out-of-home by both members of household of purchaser of magazine and pass-along.

Source: Advertising Research Foundation, "Study of Printed Advertising Rating Methods," copyright 1956. Quoted by special permission.

The Total Audience Concept

to \$9,000 apiece depending upon expenditures or billings of the organizations involved). While *Life*, *Look*, and their peers have been credited with the greatest desire for total audience studies, a great many of the smaller publications want these studies. During the solicitation of funds for the proposed ARF study, it was discovered that the size of the medium had little to do with the medium's enthusiasm for the study.

Surveys Conducted in Past

A number of organizations have conducted such surveys, many on a continuing basis, others periodically. They include:

Magazines. Magazines probably should head a list such as this, since they were pioneers in developing good techniques in sampling and in interviewing procedures required to obtain accurate data. Magazines that have conducted such studies include highly specialized publications such as *Progressive Farmer* and the Negro magazine *Our World*; more general books such as *Good*



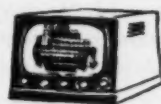
Housekeeping, *American Home*, *Better Homes & Gardens*, *Family Circle*, *True Story*, *Time*, *Reader's Digest*, *Saturday Evening Post*, *Life*, and *Look*.

In addition, the Magazine Advertising Bureau, the industry's promotional arm, conducted a nation-wide magazine audience study as far back as 1947.

Television. In one way or another, television has utilized the total audience concept in its surveys. In the early days, when TV sets were few, surveys were con-

ducted that described the large number of viewers per set (we all remember the jokes about having the mob in to watch a show). TV's survey takers were not instructed to take a record of viewers per set based only upon those who lived in the household that owned the set—and justifiably so, since all those who gathered in front of the set were exposed to the advertiser's message.

TV's most popular measuring device for ascertaining the audience of a particular program is A. C. Nielsen's Audimeter, a mechanical device that records the programs tuned in. This measurement goes beyond the total audience concept, because it reports all households tuned in, regardless of whether anyone was watching.



Recently, results were released on a television-sponsored survey of color TV viewing, which showed that there are twice the viewers per color TV set as there are per black-and-white set. Again, this is television using the total audience concept, since these persons are exposed to the messages regardless of whether they live in the household of the set owner or not.

When and if TV sets really become portable and a large part of the population owns such a set, TV will probably conduct surveys to find out how many people are watching these sets in addition to those who are watching at home. The fact that viewers of portable sets might well be out-of-home viewers, should not (and undoubtedly will not) deter TV from ascertaining their number and characteristics.

(Continued on page 90)

Table 2
WHERE TEST ISSUE WAS FIRST SEEN

	P.A.R.M. Sample "A"	P.A.R.M. Sample "B"
In Own Home	65.9%	60.2%
In Someone Else's Home	8.4	9.1
At Place of Work	7.8	6.8
In Beauty or Barber Shop	2.6	4.1
In Doctor's or Dentist's Office	3.3	2.7
Other Places	3.9	5.8
Not Reported or Don't Know	8.1	11.3
Total	100.0%	100.0%

Source: Advertising Research Foundation, "Study of Printed Advertising Rating Methods," copyright 1956. Quoted by special permission.

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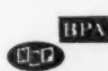
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ope, May 1980



It takes a "sixth sense" to make the most of the fast growing OEM

The "first five" are concerned with measuring media. You weigh editorial, readership, response, circulation and advertising volume . . . and arrive at a good sense of relative values. In the case of MACHINE DESIGN, of course, you get facts which prove leadership on all points. But what about measurement of market for your products? The OEM MANUAL, prepared by the Market Research Department of MACHINE DESIGN, meets the needs of your "sixth sense" best. It provides the latest and most comprehensive data available to help you plan your marketing approach to the OEM. It's one of the chief reasons why MACHINE DESIGN is recognized as Headquarters for OEM Information. Ask your MD man for the full story. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.



MACHINE DESIGN

The Total Audience Concept

(Continued from page 88)

Radio. What radio has been doing to count its total audience is perhaps the best barometer of what television probably will do in the future, for radio has already coped with situations that are still in TV's future. For some time radio has been surveying not only the portable radio audience, but also the automobile radio audience. In both cases, these are efforts to ascertain the true total audience of radio programs (which radio uses in selling, and advertiser and agency personnel use in buying).



Newspapers. For those whose memory is short, or for those who have not been too close to the print field, there may be a surprise here.

Within the print field, newspapers and newspaper-based media have applauded the total audience concept least. Yet newspapers currently provide total audience data for individual cities in studies by Alfred Politz, W. R. Simmons, and other research firms. Moreover, newspapers played an important role in the development of this



kind of information. In 1947, the Chicago *Herald-American* sponsored a survey by Mr. Politz that started him on the road to success in media audience studies. Within the next few years, total newspaper audience in 10 different cities were measured by several research firms.

Even if no other evidence is available, the reader need only look at the elaborate audience studies conducted by W. R. Simmons for the New York *Daily News*.

Sunday supplements. The magazine sections carried by Sunday newspapers are not without their representation as sponsors of total audience surveys. As far back as 1943, *American Weekly* underwrote a "National



Survey of Household Characteristics and Reader Attitudes," a total audience study by Politz. When I was an associate media director at Young & Rubicam, I very frequently was on the receiving end of solicitations by supplements which included the use of total audience data, either individually or in combination with magazines—and I know that media people in other agencies are likewise frequently exposed to such solicitations.

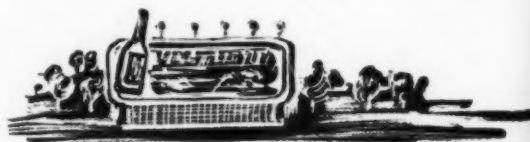
Transportation. Some of the finest total audience work to date has been sponsored by the transportation advertising medium. Several studies, employing excellent

samples, were done by Politz and the Advertising Research Foundation over a period of years.* It is true, of course, that the controlled recognition technique used (which qualified riders who remembered seeing the advertisements) developed data that might be classified as readership information rather than as audience in the



print media sense. But it can be argued that both this method, and the older technique of simply counting transit fares to ascertain readers, can qualify as total audience research.

Outdoor, like transportation advertising, requires a definition of total audience different from print or broadcast advertising, since it lacks an editorial content that attracts an audience to the advertising message. The Traffic Audit Bureau figures for outdoor approach a total audience concept by measuring how many persons pass a location during a specified period of time. This may be



called a measurement of gross potential impressions, since no effort is made to count the number of different individuals in the traffic. Special research conducted in such cities as Fort Wayne (Ind.) and Cedar Rapids (Ia.) came closer to total audience by exploring how many different persons passed outdoor locations. Politz in both a pilot study of outdoor in Poughkeepsie (N. Y.) in 1956, and in the recent Philadelphia study of outside bus posters, narrowed the measurement to actual exposure (i.e., by counting only those individuals whose eyes were trained on the poster.) This study failed to achieve—and by its nature could not achieve—a total audience figure because the technique could not distinguish between initial and repeat exposures.

All media are good, or they would not have been sustained throughout the years. Each has its values, and these of course extend beyond the purely quantitative ones that have been discussed here. However, it is useful to have total audience size established. From this uniformly defined and accepted basis of comparing the size of audience and cost for the different media, the decision-maker can then add and subtract for whatever values he places upon the qualitative factors of each medium.

* Alfred Politz Media Studies produced for the National Association of Transportation Advertising recently its study of "Outside Transit Poster Exposure." This study employed cameras to photograph persons looking at posters.

A Proposal For Adequate Rate Protection

Few media now accommodate themselves to the realities of advertisers' budgeting problems. Here is a proposal for a simple, uniform rate protection policy that should benefit advertisers, agencies, and media.

IN AUGUST OF LAST year, MEDIA/SCOPE began a series of articles which examined in turn the rate protection policies of the major media — newspapers, television, business publications, radio, and magazines (including farm publications and Sunday supplements).

The study was based on a questionnaire sent to a carefully constructed sample of some 600 media, of which 345 responded. What MEDIA/SCOPE marshalled, in short, was information on rate protection policies from the whole spectrum of U.S. media, in respect to size, geographic location, and type.

How well do media serve the advertiser in the area of rate protection? In general, not very well. The plain fact is that most media give woefully short notice of rate increases; that what notice is given is often vague and confusing; that practices vary enormously, not only from medium to medium, but from vehicle to vehicle within each medium.

Pressures on Management

Advertising management is under a good deal of pressure these days to order its affairs in accordance with sound management principles. This means that general management expects the advertising department to attain predetermined objectives at the cost of a predetermined number of dollars. In turn, the advertising manager expects the media department to toe the line in respect to delivering audience

within an agreed-upon budget.

Manifestly, it is embarrassing (and occasionally dangerous) to be forced to go to the fiscal well in the middle of a budget period in order to pay for unexpected increases in media costs. On the other hand, it is poor practice to reduce needed coverage or frequency in order to stay within the budget. And, of course, it is inefficient to water the budget so that either horn of the dilemma may be avoided.

This is the last in a series of articles on rate protection policies. Policies among newspapers were discussed in August 1959 MEDIA/SCOPE, among television stations in September, business publications in October, radio stations in November, and magazines in January 1960.

Good practice or no, the inadequacies of most media rate protection policies continually force buyers of media into uncomfortable positions.

Media's Various Policies

The media, of course, vary enormously in the liberality of their policies. There appears to be some correlation between the age and maturity of the medium and its rate protection practice. The most liberal and consistent is television, which is also the newest medium. Here, six months protection for advertisers from the effective date of the increase

is the rule. Furthermore, when an original schedule is increased by adding more units, and a rate increase intervenes, the additional units are billed at the old rate.

Next in the descending order of rate protection liberality (and next in order of age) is radio, which hews pretty much to the same practices as television, but rather less consistently; i.e., a smaller proportion of stations have a single policy in common.

Third in line is the business publication field, newest and most volatile of the print media. It is hard to say just what the policy of business papers is, since rate protection practices run the gamut from no protection to infinite protection of favored accounts. But in general, business publications offer advertisers from two to six months' protection.

Magazines are less liberal still. The commonest practice is three months' protection. The oldest medium, newspapers, is also the least liberal: a bare two months' protection is granted to advertisers.

Some Recommendations

If current media practices do not meet advertisers' needs, then what will? Simply this: adequate notice, uniformity, simplicity. From analysis of the questionnaires returned during its survey, from discussions with advertisers and agencies, it is apparent that these are the rate protection policies that will serve advertisers and (in the long run) media, best.

(Continued on page 94)

NEWSWEEK'S SHARE OF ADVERTISING

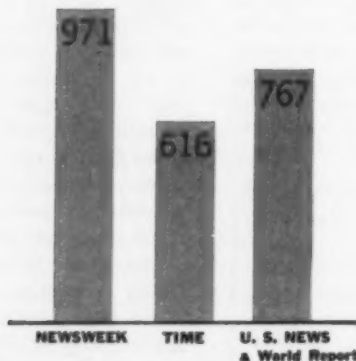
PERCENTAGE OF ADVERTISING IN NEWSWEEKLIES

This chart shows what percentage of the total number of newsweekly advertising pages was carried by each newsweekly in the years 1955-59.

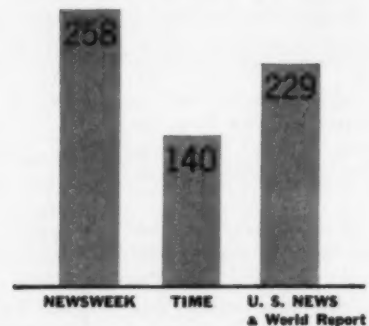


BECAUSE MORE *DECISIVE* PEOPLE

Readers per dollar



Readers, per dollar, who are male officials, proprietors, managers, plus professional, technical and kindred



ABOVE FIGURES BASED ON THE REPORT ENTITLED "THE CHARACTERISTICS OF THE READING AUDIENCE"

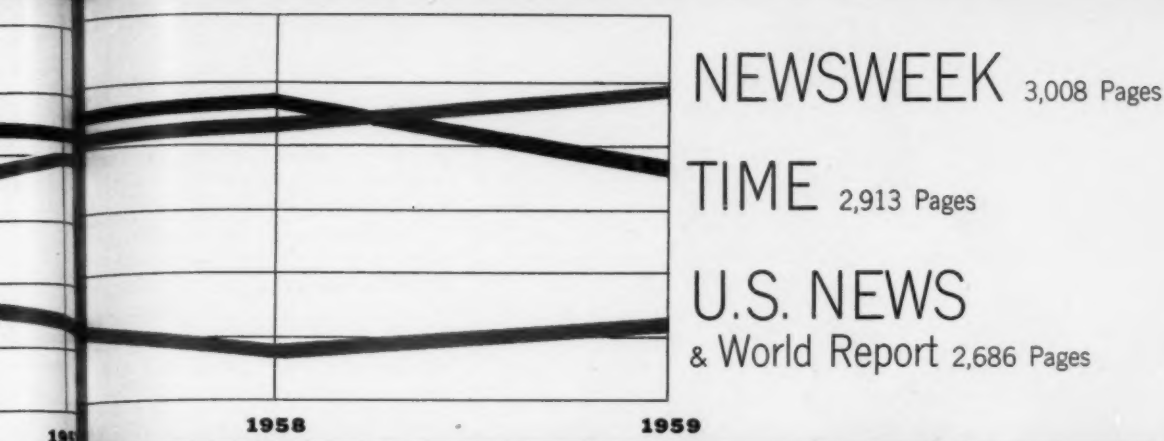
ARE ATTRACTED BY NEWSWEEK

Newsweek is *complete*, covering all 28 major fields that are of interest to the well-rounded person.

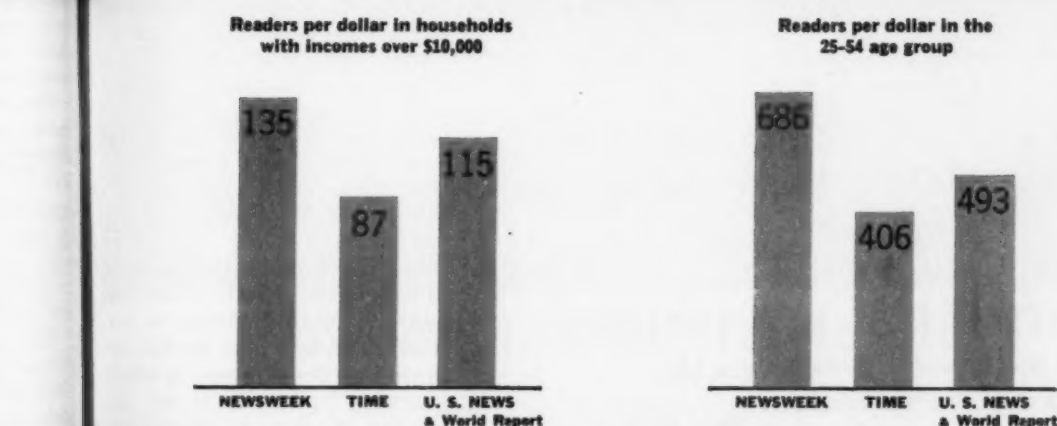
Newsweek is *objective*, presenting the unslanted facts... permitting the reader to arrive at his own judgments.

Newsweek is *authoritative*, providing editorial exclusives

PAGES KEEPS GROWING...



PER ADVERTISING DOLLAR...



NEWSWEEK, TIME AND U.S. NEWS & World Report" BY SINDLINGER & CO., INC., INDEPENDENT BUSINESS ANALYSTS.

EDITORIAL EXCELLENCE!

...that have become bywords of reliability... like the Survey of Capital Appropriations, Continuing Survey of Consumer Buying Plans, "The Periscope," "The Listening Post."

Small wonder the really decisive people are attracted to Newsweek. Small wonder that Newsweek continues to increase its share of advertising in the powerful newsweekly field.



The world-wide newsweekly for communicative people

This woman is "Ready-to-Buy"



Coming soon...a new way to reach
your most valuable market...
the people who are "Ready-to-Buy!"

**NEW ENGLAND
LEADS THE
NATION**
of all U. S. regions

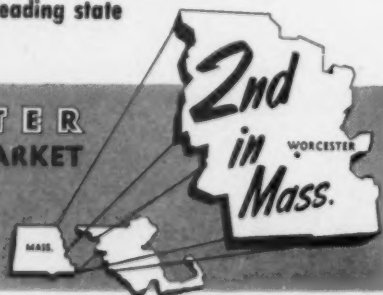
Per Household
FIRST In Effective Buying Income
FIRST In Retail Sales
FIRST In Food Sales

MASSACHUSETTS LEADS NEW ENGLAND

- Larger than other 5 New England States Combined in E.B.I.
- Twice the population of the 2nd leading state
- 50% of the Total Retail Sales

...and **WORCESTER**
A BILLION DOLLAR MARKET

E.B.I.	\$1,112,205,000
RETAIL SALES	\$ 669,589,000
FOOD SALES	\$ 181,757,000



You can't cover Massachusetts without the Telegram and Gazette
86.4% COVERAGE DAILY 158,215 • SUNDAY 102,957 A.B.C. Audit
Dec. 31, 1958

**The Worcester
TELEGRAM AND GAZETTE**
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives



RATE PROTECTION . . .

(Continued from page 91)

First, all media should give notice of impending increases in rates one year in advance. In the case of print media, notice should be one year in advance of the earliest closing date of the issue affected; in the case of broadcast, one year in advance of the first broadcast day affected.

No matter what the advertiser's budget year is, he will have adequate notice of altered costs, and consequently he will be able to avoid subsequent changes in schedules and insertions that are troublesome and costly both to buyer and seller. The argument, incidentally, that media are unable to forecast operating cost increases far enough in advance to announce a rate increase one year before it goes into effect is a weak one. Labor costs dependent on union contract negotiations are certainly predictable within certain limits. As for materials (e.g., paper, ink), publishers have the option of either pressuring their own suppliers into extending notification periods themselves, or of absorbing increased costs until rate increases become effective. Failing either of these alternatives, media should develop some kind of forecasting system that will permit them better to control their own businesses.

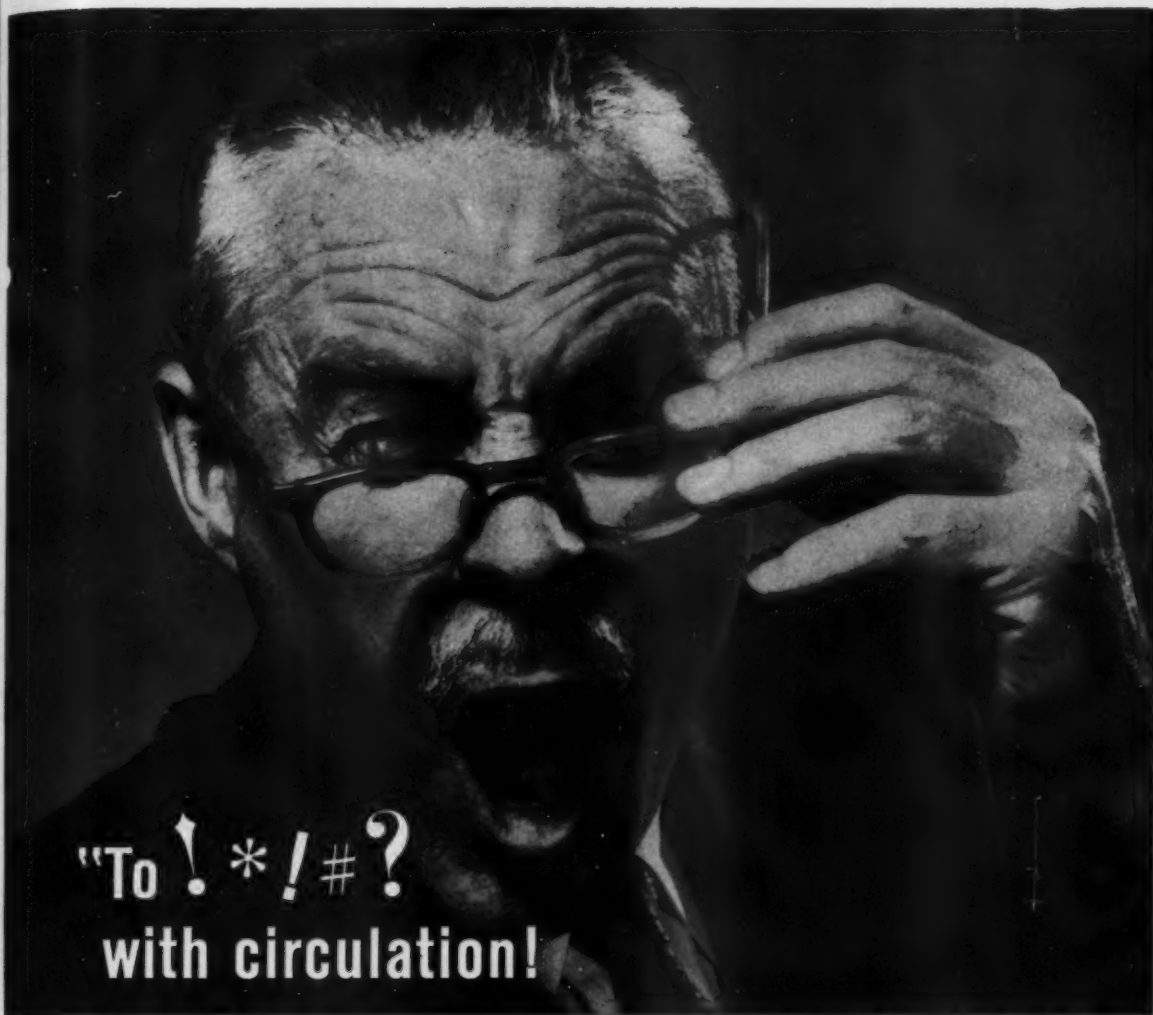
In return for ample warning of rate increases, advertisers certainly should be willing to surrender the variety of special rate protection features now in effect: protection for life of contract; cancellation privileges at effective date of rate increase; concessions such as the right to add more units to an original schedule at the old rates; special rights as an old advertiser.

If rate protection is really adequate, then there should be no need for this confusing underbrush of special policies and special exceptions to special policies.

It would be far better if all media saw fit to announce an impending rate increase at a mutually convenient time, such as January 1, or July 1.

Last, rate protection policy should be spelled out, simply and in detail, in every rate card, under a clearly marked subhead, and information should be transmitted to Standard Rate & Data Service immediately.

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& Data
e, May 1960



"To ! * ! # ?
with circulation!

I want to know the readeration"

The man knows that circulation can only take a magazine to a purchasing agent's office. It's what happens after it gets there that counts.

Advertisers and ad agencies have put much time and effort into finding out what happens when a magazine like PURCHASING reaches the desks of industrial buyers.

One approach, editorial analysis, evaluates publications in terms of their helpfulness and usefulness to readers. On this score PURCHASING Magazine is tops.

Another approach measures the amount of time purchasing agents spend with an average issue. Independent studies show that PURCHASING Magazine outstrips its field by far.

A third technique is based on reader preference

studies. We never make these studies ourselves. But PURCHASING Magazine comes out on top in every independent survey we've ever heard about, and we've seen a lot of them. Even surveys that include executives other than purchasing agents show that PURCHASING ranks at or near the top among *all* business publications.

If you're looking for "readeration" that sparks reader-action from your advertising, look over the evidence. Our nearest representative has it ready for you.

PURCHASING MAGAZINE ENR

A CONOVER-MAST PUBLICATION



the news and methods magazine for industrial buyers
205 East 42nd Street, New York 17, New York

How to Time Farm Advertising



1. To Reach Farmers When They Think
2. To Reach Farmers When They Buy

By D. R. Collins

THE RESEARCH behind this article was provoked by a report, *Farmers' Selection of Farm Machinery Dealers*, made in 1957 by the Indiana Experiment Station. This survey sought to answer the following questions:

How does a farmer go about buy-

D. R. Collins is vice president of Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago.

ing machinery?

Does the farmer have marked brand and dealer preferences?

Why does a farmer choose one particular dealer from the many available to him?

Careful study of the report indicated that the information developed could well have a broader application. The answers to the three questions secured by the Indiana researchers revealed a positive pattern of buying habits—habits that might,

in turn, be translated into more effective scheduling of farm equipment advertising. And might also be applied to other major purchases. Inasmuch as the Indiana research was conducted in a limited area—and suggested “further exploration”—we decided to follow that suggestion.

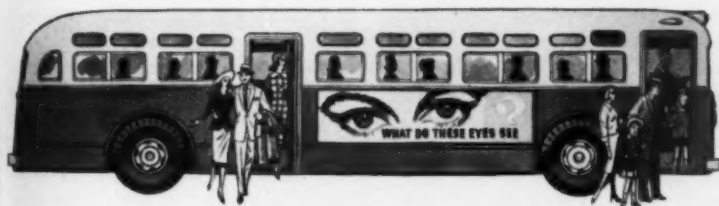
So, for 18 months, in eight Midwestern states, members of our farm staff asked farmers similar questions. From the answers has come a specific pattern of replies that not only sub-

*First study of its kind wins
Media/scope Award*



TRANSIT POSTER XPOSURE

The NATA study of Transit Poster Xposure, conducted by Alfred Politz Media Studies, has been awarded a Media/scope Certificate of Merit for a significant contribution to media research.



HOW POLITZ STUDY WAS MADE

Using a unique photographic method developed especially for this study, people were photographed on the streets of Philadelphia . . . and counted as an exposure when both eyes were clearly visible in the photographs. The study covered a period of 30 days. Vehicles covered a cross section of routing throughout the city. Persons who had only one eye visible in the actual photographs were not considered as an exposure. In other words, the Politz Study was based on the theory that—if the poster can see the eyes, the eyes can see the poster.

NOW A PROVEN HIGH XPOSURE RATE

Now, for the first time, advertisers can apply a factor to determine the exposure rate for outside transit posters. In this one city, in one month, the study

revealed that a full showing of 150 transit posters delivers 17,710,000 *actual ad exposure*. On the basis of a single poster, that's a total of 120,000 persons exposed. It is because the outside transit poster is practically a "moving billboard," that such a high exposure rate results. Transit vehicles go where people are . . . and where people buy.

MORE FOR YOUR ADVERTISING \$

Based on the Politz findings, at the one month rate for 150 transit posters in Philadelphia, the study further reveals a figure of 3,225 *actual exposures per dollar*. That's approximately 31¢ per thousand. Remember, the Politz figures mean *actual exposure* based on the two-eye count—not *traffic count*.

FREE POLITZ TECHNICAL REPORT

There is a new, Technical Report booklet that describes this award-winning Politz Study. *All results* are included in the Report.

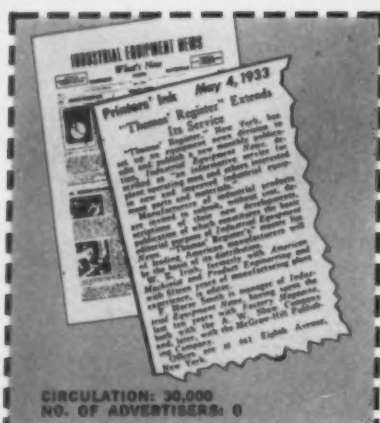
Also, a sound-color film strip is available. Ask your local NATA member for a review of this material, or write direct to NATA headquarters.



NATA

National Association of Transportation Advertising Inc.

500 Fifth Avenue • New York 36, N. Y. • LOngacre 4-9232



the originator

1933

IN 1933... FDR took office, the Giants took the World's Series and men in industry took notice of a new kind of magazine: one that offered them detailed information on problem-solving products, both new and established. Its name: *Industrial Equipment News*.



CIRCULATION: 77,017
NO. OF ADVERTISERS:
OVER 700 every month

1960

—and still the innovator!

TODAY...IKE is in office, Explorer VI is in orbit and industry executives in the know still look to IEN for the facts on new products and product information. Today, *Industrial Equipment News* is the buying guide to better than 77,000 key men in 452 of the nation's major industries. What better place to tell them about your product? For full details, send for our Data File.



Industrial Equipment News
461 Eighth Avenue, New York 1, N. Y.
...Affiliated with Thomas Register

(Continued from page 96)

stantiates the Indiana survey, but is also valuable to our agency from the standpoint of copy preparation, as well as scheduling.

2 Steps to Decision

In the Indiana survey it was found that the "decision-making period" was definitely divided into two parts—

- 1) the period of contemplation
- 2) the period of active discussion, shopping and buying.

The period of contemplation can be as long as two years. Often it begins when the farmer is using the machine he wants to replace. The statement of one Iowa farmer pretty well sums it up:

"When I'm out in the field alone I have plenty of time to think and analyze. It's then that I decide whether the machine or tool I'm using should be replaced by one that will do the job better, faster, and will save me time. Once I've made that decision I start collecting all the information I can get my hands on—so that when I'm ready to buy I know what I want."

The period of active discussion, shopping and buying is *much* shorter. After the move is made to make contact with someone, the entire deal is often wrapped within a week or 10 days. The Indiana survey found that "nearly half of the farmers contacted made their purchase within a week." Our own observations would stretch that period to two weeks. And here is a significant point:

Two-thirds of the dealer contacts were made by the farmer at the dealer's place of business, and on the farmer's own initiative; only 33 per cent of the first discussions with dealers took place on the farm.

That would lead us to believe that either through advertising—or the experiences of relatives, friends and neighbors—the farmer had made up his mind on the *brand* of machine he wanted to buy.

A significant fact brought out in the Indiana survey—and one that sub-

stantiates the above observation was this: "Where more than one dealer was contacted, about one-half of the additional dealers contacted handled the same brand as the first."

How Farmers Buy

Here are some other things that we have found out about farm buying (particularly about machinery and equipment)—that have helped us in our scheduling processes:

☐ During the period of "contemplation" more than one-half of the farmers we contacted had read some special literature about the product.

☐ Nearly 75 per cent had read advertising in farm publications about the *type* of machine they were contemplating buying.

☐ Practically all had seen similar items in operation on neighbors' farms.

☐ Contacts with dealers had been casual and on a "just-looking-around" basis—but usually literature was picked up for further study.

To us, in scheduling and preparing advertising for farm equipment, this means three things:

1. To get literature into the farmer's hands, we must advertise early in the year—during the "contemplation period."

2. We must "tease" the farmer a bit in that early advertising—make him want to get more information—either in the form of literature directly from the advertiser or from a nearby dealer.

3. Our advertising copy must be convincing and interesting enough to be read by the friends and neighbors of the prospective purchaser. For we are certain they are going to be consulted by the purchaser.

In connection with point No. 1, we have found by years of experience that we can provoke more interest—through the use of regional farm publications than through any other medium. Don't think that I'm condemning state or local publications

(Continued on page 100)



Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper. (84.4% read no morning newspaper; 95.3% read no other afternoon newspaper).

<p>Predict Prosperous 1960s INCOMES REACH NEW HIGH IN LOS ANGELES</p>	<p>LOS ANGELES EVENING MIRROR NEWS</p>
<p>1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION</p>	<p><small>Published by The Mirror News & Company, Inc., 1200 Wilshire Blvd., Los Angeles 24, California</small></p>

(Continued from page 98)

when I say this. They, too, play an important role in the total advertising picture. Why this great response to advertising in such publications as *Successful Farming*, *Cap-per's*, *Progressive Farmer* and *Farm Journal* is true I do not know. But I do know that it is true. Remember this is the "period of contemplation." The farmer is still making up his mind—he has not fully decided to buy any machine. He is not yet at the "nuts-and-bolts" stage.

What we are doing in the early advertising is whetting his desire and—by getting our literature into his hands—helping to build a brand preference. And that is terrifically important. But it has not closed the sale. That's where state and local farm publications can help most.

Here are some of the things we have found out in our field surveys that lead to this belief:

☐ As the farmer's exposure to advertising rose—so did brand preference.

☐ Although "price" or "best deal" lead in reasons for buying in both the Indiana survey and our own, the reason that stood second was the fact that the dealer from whom the purchase was made *had the brand the farmer desired*.

☐ The reputation of the dealer, the service he rendered, and his availability were important—if he carried the brand the farmer had decided he wanted.

☐ An inventory study showed a definite variation in brand preferences for different pieces of equipment.

Ground Rules for Action

With these things in mind here is our philosophy, or, you might say "ground rules," in using state farm publications (also largely a matter of timing):

1. Determine the months in which specific farm machines or pieces of equipment are bought by farmers. (Not when the factory loads up its distributors, or when they, in turn,

load the dealers—but, when the farmer buys.) You have available to you excellent charts that will give you this information. For example, in the Middle West 29 per cent of all corn pickers are bought in August, 37 per cent in September and 21 per cent in October. This type of information is available on some 60 pieces of farm equipment and allied lines.

2. To get the best results your advertising should "lead this active buying season by at least two or three months (dependent on the size of your budget) to help create and clinch brand preference for your product.

3. Continue advertising during the active buying season and, wherever possible, list your dealers. If, as we have found out, the farmer likes to shop—to make a deal—you'd like to have him making that "deal" with your dealers, and on your products rather than those of a competitor. In short, you want to keep him, and his neighbors, sold on your product and you want to send him to the right place to get it and make his deal.

4. Continue your advertising during the post-buying period. This is really the most difficult point to understand. It is also the most difficult to justify in the advertising budget. But we feel that it definitely makes sense as another influence in the buying process. Here's why:

Let's think back to the first step of purchasing—the *contemplation period*. During this step the farmer is probably out in the field. Perhaps he is already picking corn. If so, we have probably passed the advertising in the peak buying season for this year.

As the farmer rides through the field he is mentally evaluating his picker and determining whether or not it is good for another season. We have reached the beginning of a new cycle. Advertising during the post-market season of 1959 could well be a good selling warm-up for the coming year.

Of course the creative approach

would probably have to be different from the approach used during the regular crop year. Maybe you help him make his decision to buy a new machine by facts on "How to Evaluate Corn Pickers" or maybe it's a comparison chart. But, whatever the approach, our advertising could help make that decision, and it could well be the first step in developing a brand preference for our product . . . before other manufacturers get a chance. It's worth considering. Mighty few advertisers are doing it.

There is a final and important point in respect to timing. The preparation of your supporting literature and dealer helps is *just as important* as preparing and timing farm paper advertising. Nothing disgusts a farmer more than to send for a piece of literature and not get it promptly. Or, perhaps, being told to "see your dealer for more information" and finding out that the dealer has none. Therefore:

1. Plan your advertising as a complete campaign.

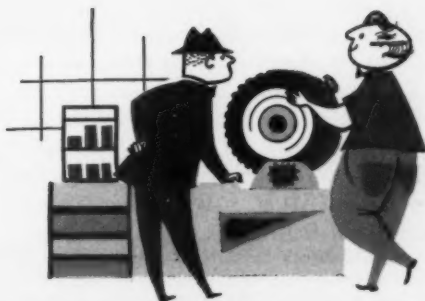
2. Have literature available to answer inquiries.

3. Have dealer helps—catalogs, ad mats, radio scripts, point-of-sale material in the dealers hands *before* advertising breaks.

4. Have your distributor salesmen and dealers thoroughly saturated with your story *when* advertising breaks.

Our philosophy that timing is extremely important is based on field research, not on supposition. We use this timing approach on all types of accounts directed at the farm market—farm equipment, livestock feed, seed, fertilizer. We feel it helps our clients do a better selling job. And, I am certain that by doing a better job of timing *your* advertising, and by a more judicious selection of the media you use, that you, too, can make your advertising appropriations work harder and do a more effective pre-selling—and selling job for your distributors and dealers.

The Philadelphia
Inquirer
reaches 739,000
adult male
readers



... the biggest male audience of any Philadelphia daily!

Throughout Delaware Valley, U.S.A., more men read The Inquirer than any other daily.* Consider the suburbs where 65% of the automotive sales are made. There, The Inquirer gives you 33% more male readers than the other leading newspaper.

Important point: If you're missing The Inquirer, you're missing 483,000 of its male readers who do *not* read the other major daily. You're missing 483,000 opportunities to sell men.

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Anderson 3-6270

DETROIT
RICHARD L. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
2460 Wilshire Boulevard
Dunkirk 5-3557

Publication Billings of 25 Leading Advertising Agencies

Total Billings 32 Publications-1959

Total Pages and Dollars in the 32 Magazines.

Farm Magazines and Sunday Magazine Sections Listed in LNA Report

ADVERTISING AGENCY	PAGES	DOLLARS
Young & Rubicam, Inc.....	2,686.83	64,731,711
J. Walter Thompson Co.....	2,853.86	52,563,558
Batten, Barton, Durstine & Osborn, Inc.....	2,829.80	50,743,913
McCann-Erickson, Inc.....	1,882.57	41,932,107
Leo Burnett Co., Inc.....	1,073.73	26,590,637
N. W. Ayer & Son, Inc.....	1,313.42	22,936,569
Campbell-Ewald Co., Inc.....	1,101.47	18,581,548
Foote, Cone & Belding.....	1,008.65	18,120,319
Benton & Bowles, Inc.....	817.61	15,805,777
Kenyon & Eckhardt, Inc.....	634.45	14,352,585
D'Arcy Advertising Co.....	676.35	13,803,794
Lennen & Newell, Inc.....	558.28	13,205,660
Erwin Wasey, Ruthrauff & Ryan, Inc.....	724.21	12,164,596
Dancer-Fitzgerald-Sample, Inc.....	416.56	11,524,464
Compton Advertising, Inc.....	566.23	10,290,076
Cunningham & Walsh, Inc.....	701.60	9,766,040
MacManus, John & Adams, Inc.....	589.43	9,332,619
Fuller & Smith & Ross, Inc.....	771.10	8,732,133
Needham, Louis & Brorby, Inc.....	504.71	8,535,988
Kudner Agency, Inc.....	534.86	8,461,623
Grey Advertising Agency, Inc.....	407.94	8,061,828
Ted Bates & Co., Inc.....	223.29	7,275,634
Sullivan, Stauffer, Colwell & Bayles, Inc.....	264.44	7,146,620
William Esty Co., Inc.....	226.43	6,169,999
Fletcher Richards, Calkins & Holden, Inc.....	503.50	6,047,760
Total Billings (25 Agencies, 32 Publications).....	23,871.32	466,877,558
Total Billings (All P. I. B. Publications).....	83,127.39	898,218,610
Per Cent Total Billings.....	29	52

(Compiled and Published by LEADING NATIONAL ADVERTISERS, INC.)

SPOT TV GAINS

Greatest relative 1959 gains in spot TV billings over 1958 occurred in daytime and late night periods, says the Television Bureau of Advertising. Daytime gross billings for 1959 were \$223,495,000, and late night billings came to \$75,702,000.

INDUSTRIAL ELECTRONICS

August 15 will bring the first issue of *Industrial Electronics*, serving the \$1.75 billion industrial electronics market.

ABC LIBRARIES

Five-years' Audit Bureau of Circulations reports on magazines, farm, and business publications are available at MPA's Magazine Center, 444

Madison Avenue, New York. Another ABC library, on U.S. newspapers, is maintained at the Bureau of Advertising, 485 Lexington Avenue.

JUNIOR UNITS

Junior advertising units will be available in *The American Home*, effective with the July issue.

P & G DOES IT AGAIN

Procter & Gamble again led the top 100 advertisers using magazines, Sunday supplements, and network television, with a gross total of \$54.8 million in the three media during 1959. According to Leading National Advertisers, General Motors came in second, with \$53.7 million, and Lever Brothers was third, spending \$37.7 million.

COMPARABLE AUDITS?

Directors of Business Publications Audit of Circulation have authorized cooperation with ABC in "development of greater comparability in audit reports and publishers' statements of business publications."

MORE REGIONAL EDITIONS

Fourteen advertisers took "New York" pages in the first Metropolitan New York Edition of *Reader's Digest*, launched last month. One page rate—in either black and white or two-color—is \$4,550.

Meanwhile, *Better Homes & Gardens* announces a Southern Edition, covering 12 states, effective with its June issue.

Say , What About San Jose?



It's Explosive!

Above **\$5000**, Family Size Averages **3.74!**

Nearly **11,000** New Families Arrive **Annually!**

Of These Newcomers:

Four of Five **Buy Homes** Within Five Years!

Five of Eight Are in "**Big Buy**" **21-40** Age Group!

Two of **10** Add **Second Car** Within **Two** Years!

Mercury and News Consumer Analysis.

That's Why:

San Jose Spells Sales

Are You Getting Your Share? You Will If You Remember—

*You **Cover** San Jose **Only** With*

Mercury and News

Member of Metro Sunday Comic Network and Parade

Represented Nationally by Ridder-Johns, Inc.

Up-and-Coming Billion Dollar Market!

CHANCE?...



SELF

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don't b
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Magazi
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research
Corporate
holds w
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war. st

OR CHOICE!

SELECT THE MEDIUM THAT DELIVERS THE MARKET WITH A PROFITABLE DIFFERENCE

If the queen you're hoping to draw is the lady who shops for the better-off household, don't bank on chance to turn her up. Even if you want to get every man-jack in the U.S. able to buy much, don't leave it to chance. Leave it to magazines to choose exactly the kind of market that fits your needs. Magazines select the people you want to reach... your best customers and prospects, the better-off families that do more buying. Maybe that's not news, because you already know magazine readers buy more. How much more is shown by the recent authoritative "Study of the Magazine Market," based on research conducted by the Market Research Corporation of America. For example, households with heavier exposure to magazines spend \$28 million more on canned fruits per year... own 1,791,000 more automatic wash-



ers... buy \$5 billion more insurance yearly than households with heavier exposure to television! And so on all the way down the line in actual buying of rapid-turnover products, durable goods and services. That's what magazines' power of selectivity adds up to—a solid Profitable Difference to the advertiser, because magazine readers buy more.

Get the facts in the new "Study of the Magazine Market"—ask your magazine salesman for the complete report, or write to the Magazine Advertising Bureau of MPA. It will mean a Profitable Difference to you. The Magazine Advertising Bureau of MPA, 444 Madison Avenue, New York 22, N.Y.

MAGAZINES...FOR THE PROFITABLE DIFFERENCE

Jet Age Media Strategy

at



- Geared to fast take-offs when equipment comes in.
- Localized to areas where special ads will pay off fast.
- This calls for regular, direct contact of agency media buyer and ad department personnel.

IF THE APPROACH OF United Air Lines to media strategy and tactics was described in basketball terms, it would read like this: **A strong, rugged team with plenty of talent and stamina. Very fast. Can move quickly into a breakaway, fire-ball style at any time. Does exceptionally well playing control ball when the occasion requires.**

United Air Lines was playing the *control-ball* type of game until recently. Competition had jets; and United did not. When it was finally equipped with the big DC-8 Jets (the competition's jets had been operating for eight months by then), United moved in with hard-hitting creative and media tactics at once.

While it was still jet-less, instead of losing somewhere between 3 and 10 million as had been forecast, United showed a tidy 3 per cent gain in operating revenues (1959 vs. 1958). This gain came despite the rush of consumers to big jet air travel!

Interim Ad Strategy

One reason this came about was because the company planned a type of advertising program which met head-on the jet competition of the other airlines. All an airline has to sell consumers is service, safety, comfort, convenient schedules. "Extra Care" became the theme for in-

terim advertising and promotion. This was, in effect, a continuation of a basic marketing program that included:

1. A steady national advertising program, primarily in consumer and business magazines.
2. Locally pin-pointed advertising programs, chiefly newspapers and broadcast, for flexibility and continuity.
3. Outdoor advertising to provide concentration and impact at special times.

The media program is tailored to the exposure of prime customers in this order: (a) business men, sophisticated travelers who comprise a large segment of the airline market; (b) vacation travelers, the volume of which varies seasonally. To secure dominance and frequent exposure media strategy varies from market to market. For instance, on the West Coast, outdoor is an important medium because of the mobile character of the market—much automobile traffic. Then there is the fact that New York City, Chicago, Los Angeles, and San Francisco produce about 45 per cent of the airline's business. The big-producing markets get the most intense exposure. But United also uses broad-gauge media. It was the first major airline to use national magazine advertising. *The Saturday Evening Post* carried a United advertisement in its November 7, 1931 issue. This was fol-

UNITED AIR LINE
YOU THE FINE
AND THE
LARGEST

HOW A NEW STANDARD

EXTRA CARE FOR YOU

BUT IT TAKES MORE THAN A JET AIRLINER TO MAKE A JET AIRLINE

UNITED AIRLINES BY DOUGLAS

COMPLETE STORY about new DC-8 service was unfolded in spectacular advertisement in *Sunset* Magazine and repeated in a list of other magazines and in a special newspaper four-color insert. The

Sunset advertisement was a four-page foldout on the inside front cover. Media and copy strategy worked together to secure maximum impact for the dramatic improvement in airline service.

followed by *The New Yorker* on November 21 that same year. The company has used as many as 30 general-circulation magazines, 80 with special appeals and circulations.

Naturally, newspapers are important to United as a media tool. Local conditions—including competitive newspaper advertising—influence the types of tactics to be used. Weather, schedule convenience, specific flights, the ebb and flow of travel volume affect the frequency and volume of the advertising. The service story of United is a basic ingredient of all advertising.

Network television is used only when there is strong justification. NBC's Hawaii spectacular provided an excellent tie-in, since it could be merchandised both in the United States and Hawaii.

"From our standpoint, television must be exceptionally outstanding for us to buy it," explains E. A. Raven, United's director of advertising. "It would have to be a one-time shot. First, you would have your program cost, then your time. Second, you would have to use radio and newspapers to merchandise the program and build an audience large enough to get adequate sales. That's a big order!"

This does not mean television is not used by United. It is. But this is usually on a local-spot basis, as is radio. The media used locally depend on the media mix re-

quired for local marketing effort in a given time period, weeks or days.

Policy Shift When Jets Came In

How United is able to move from a control type of media strategy and tactics into a fast-moving, fire-ball type is illustrated by its introduction of the DC-8 Jet Mainliner to San Francisco.

1. With the new jets available, the national magazine advertising was stepped up to achieve maximum impact overall. Two- and four-page full color advertisements appeared in such publications as the *Saturday Evening Post*, *Holiday*, *Look*, *Life*, and *The New Yorker*. The business-news type such as *Time*, *Newsweek*, *U.S. News & World Report*, were not overlooked. Business publications such as *Business Week* (and specialized traffic media) carried air cargo advertisements.
2. *Sunset* magazine appeared with an advertising "spectacular" which consisted of a four-page cover gatefold—full color—in the October 1959 issue. This told a complete "Extra Care" story about United and its DC-8 jets. The ad received an exceptionally high Starch rating, Mr. Raven reports.



BOLD HEADLINES were used by E. A. Raven, director of advertising, to announce the introduction of DC-8 service in newspapers.

3. Outdoor was used to obtain progressive impact. Beginning 30 days before the introductory event, the start of DC-8 service, a 100 showing of posters appeared on boards in the San Francisco area. Ten days later a 50 showing was added; and then another 100 showing in another 10 days. This built up to 250 showings with more than 750 boards in use. In addition there were eight semi-spectacular bulletins. The objective was impact through saturation.
4. A four-page, full-color rotogravure pre-print was placed in 13 newspapers in seven markets. This was followed up by black and white pages, providing additional impact on the local level. Radio and TV spot advertising supplemented the newspaper effort. Thus, when United was in a position to talk about DC-8 Jet Mainliner service as a fact, it went all out to establish its service position. Before that, the company advertised and promoted the services that it could offer at the time.

United's approach to media strategy and tactics—the final plan—is interesting. The basic job to be done is determined. Then the program laid out without any reference to media costs—the “umbrella” or national program, and specific, proper coverage of local markets. The dollar totals are added up, followed by pairing and adjusting to meet cost realities.

After the advertising department and the advertising agency agree on the program, then it is presented to the senior vice president in charge of sales and advertising, Robert E. Johnson. The vice presidents of marketing and the general sales manager also see this presentation. When approval is obtained at this level, the president of the company, W. A. Patterson, must approve.

All initial planning is done with the help and participation of the sales and economic control departments. Because local marketing conditions vary constantly, the

(Continued on page 110)



*You're not getting Florida
unless you're getting
"ALL FLORIDA"*



Just One Order Buys more than 460,000 Florida families in 16 Booming Cities... Florida's largest ABC circulation!

Daytona Beach • De Land
Fort Myers • Gainesville • Jacksonville • Lakeland • Leesburg • Melbourne • Ocala • Panama City • Pensacola • Sarasota • St. Petersburg
Tallahassee • West Palm Beach • Winter Haven

ALL FLORIDA MAGAZINE is printed by the unique Perry Process letterpress method. Write for details: Box 5736, Jacksonville, Florida, or call your Perry representative. Friendly Florida-slanted family reading—plus TV WEEK—five regional zones with complete TV local program listings. Buy just one or all TV zones.

Represented nationally by JOHN H. PERRY ASSOCIATES.

NEW YORK 36, 19 W. 44th St., Tel: MURRAY Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: HARRISON 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: TRINITY 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12th Street, Tel: WALNUT 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUKON 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MURRAY 8-3988, J. D. Whitehead, Mgr.

Media/Scope, May 1960



REMINDER ADVERTISEMENTS appeared on outdoor boards in key cities and in newspapers on black and white pages.

program is constructed in such a way that constant adjustments can be made in lineage and in message.

The media plan is constantly reviewed. Media lists are checked as market conditions change. Because so much flexibility is needed, a very close liaison is maintained by United with the agency (N. W. Ayer).

Four agency contact persons work on the account at all times, in addition to the part-time efforts of the agency vice president of the Chicago office. Media decisions are made at Chicago, but agency branch offices and United's branch offices are urged to be alert to media competition and make recommendations accordingly.

Significantly, United's contact with the media

director and the media buyers of the agency is increasing. The advertising department is setting up an arrangement whereby quarterly meetings will be held with agency media people. This means service representatives will not have as strong a part, but neither will they be by-passed.

One executive in the advertising department, John Clampitt, is in charge of general contact with the agency. In addition, he focuses his attention on print and outdoor. An assistant, Robert McBride, devotes his full time to radio, television, and a list of special-interest publications in the business, finance, travel agent, materials handling, and cargo fields.

One agency executive in the Chicago office of Ayer is overall supervisor for the account. He deals directly with the media people. Another is charged with newspaper, billboard, and local planning. Another works on special assignments. Still another is the radio and television contact. All four maintain direct contact with the media people in Ayer's Philadelphia office.

One key to United's successful introduction of its DC-8 Jet Mainliner, and its ability to increase its sales in the face of early jet competition, has been the constant national advertising program.

"We have built through the years a definite service image which obtains and holds customers," explains Mr. Raven. "This is why we were able to withstand the intense competition for passengers which confronted us before we had our DC-8's in operation."

Merchandising—A Many-Splendored Thing

Although the media merchandising forum held recently by the Chicago Agency Media Group did not solve all the problems of merchandising, it did expose this element of the marketing mix as a versatile tool. William Hannon of *Progressive Grocer* pointed to media merchandising as a means of convincing tradesmen of the importance of national advertising put behind a product. For this job, he said, the merchandising trade papers are ready-made—"they are in business to merchandise advertising; and the advertisements that score best with readers of these publications are those designed to merchandise consumer advertising."

To John M. Keys of National Broadcasting Company, media mer-

chandising plays an important part in extending identification of products and broadcast media sponsored by particular products at the consumer level. This approach has led NBC into a window display program in the Merchandise Mart in Chicago where clients' products are featured, and now NBC has an outdoor spectacular at Michigan and 12th St. Commercials on the spectacular plug NBC clients, their products and their shows on NBC.

To Robert Kubicek of Zenith Radio Corporation media merchandising connotes the overall job done by particular media in carrying the merchandise story to consumers in advertisements in the media, in sales promotion material used as the follow-up,

and in special events sponsored by the media. He cited the editorial style advertisements in *Readers' Digest* as an excellent example of how a medium can in its styling merchandise products to consumers within the confines of the medium itself. He pointed to the way *TV Forecast*, the forerunner of *TV Guide*, was publicized on early TV shows, along with advertisements in the magazine. He praised the *Sports Illustrated* sports show that brought outstanding athletes to downtown State Street, Chicago, last summer as a most creative way to dramatize media value relevantly to large numbers of people.

All three of the speakers at the meeting spoke of media merchandising as a means of accomplishing different purposes; but all agreed that it was a valuable tool, a means of extending a good media buy into a best media buy.

the importance of being helpful

or, what's new in Standard Rate?

Either title fits because helping you buy space or time sums up everything SRDS does. With this single goal, it's important to us to continue making SRDS more and more helpful to you. Being helpful all the time, you might imagine, could get to be monotonous.

Maybe it does with other directories. Not with SRDS. It's a busy place where you buy. About 250 SRDS people not only keep the place where you buy neatly organized, the information shelves fully stocked but constantly add to it, improve it to fit it more closely to the way you buy. You know the speed with which things change in your buying bailiwick. SRDS vibrates on the same wave length . . . plus those of all the other bailiwicks where buying is going on. Here are just a few of the current vibrations:

SRDS Consumer Market Data is usually the specialty of the house this time of year with complete, authentic information as of January 1, 1960. In previous years it's been ready-to-use in May issues of Newspaper, Spot Radio and Spot TV services. Also, Consumer Markets Farm Data appears in the Farm Publication section of the Consumer Magazine service.

The new data won't appear until later—in July issues. Why? To be more helpful to you, Bureau of the Census reports recently released are being used to check against SRDS data "benchmarks." The delay will result in bringing you the most thoroughly checked, most reliable Consumer Markets information ever available. Look for it in July issues. But, that's only one corner of the store.

A rule vs. rules: Chickens, some experts say, will stand like statues, eyes crossed with beaks resting on a ruled line. If it's true, we've had a touch of the same failing. In our case it was cut-off rules, an excess of them in SRDS pages.

The rule no longer rules supreme in separating advertising from listing space. We are eliminating rules (unless there's a cut-off rule in the ad plate) by using limit dots (see four corners of this space) to establish the size of the paid-for space. Result: cleaner pages, much less confusing to your eye.

What \$70.00 buys: WHDH, Boston displays 4-columns-full of helpful information for buyers of radio time in May issues of Spot Radio. There's a 25-county penetration study, a 15-point profile, in depth, of 1-million unduplicated families in the audience, a map of the WHDH service area and a table of pro-rated costs by counties and cities evaluates what a \$70.00 spot buys.

Newspaper r.o.p. color: current issues of the Newspaper service include a tabulation of Newspapers Accepting R.O.P. Color Advertising—arranged according to "city zone" rather than corporate area ranking. The tabulation was changed to give buyers this information on the same basis as other commonly used data in selecting newspapers. A similar tabulation by state groups remains unchanged.

Eighth helpful year: Better Homes & Gardens merits an orchid (not from its own garden) for its consecutive series of buyer-aid, 4-page insert "Fact Sheets." May issues of the Consumer Magazine service mark the 92nd consecutive insertion. Bound together, they'd make up a 368-page book of information valuable to buyers. The May insert gives facts about BH&G's Southern Edition.

Shingles for representatives: perhaps you've noticed the blossoming of a handsome crop of representative logotypes within listings in SRDS. No selling, no promotional slogans . . . just familiar logos to tell you who to call or where to send the order. Quick-as-a-glance identification when and where you want it. Simple, but helpful.

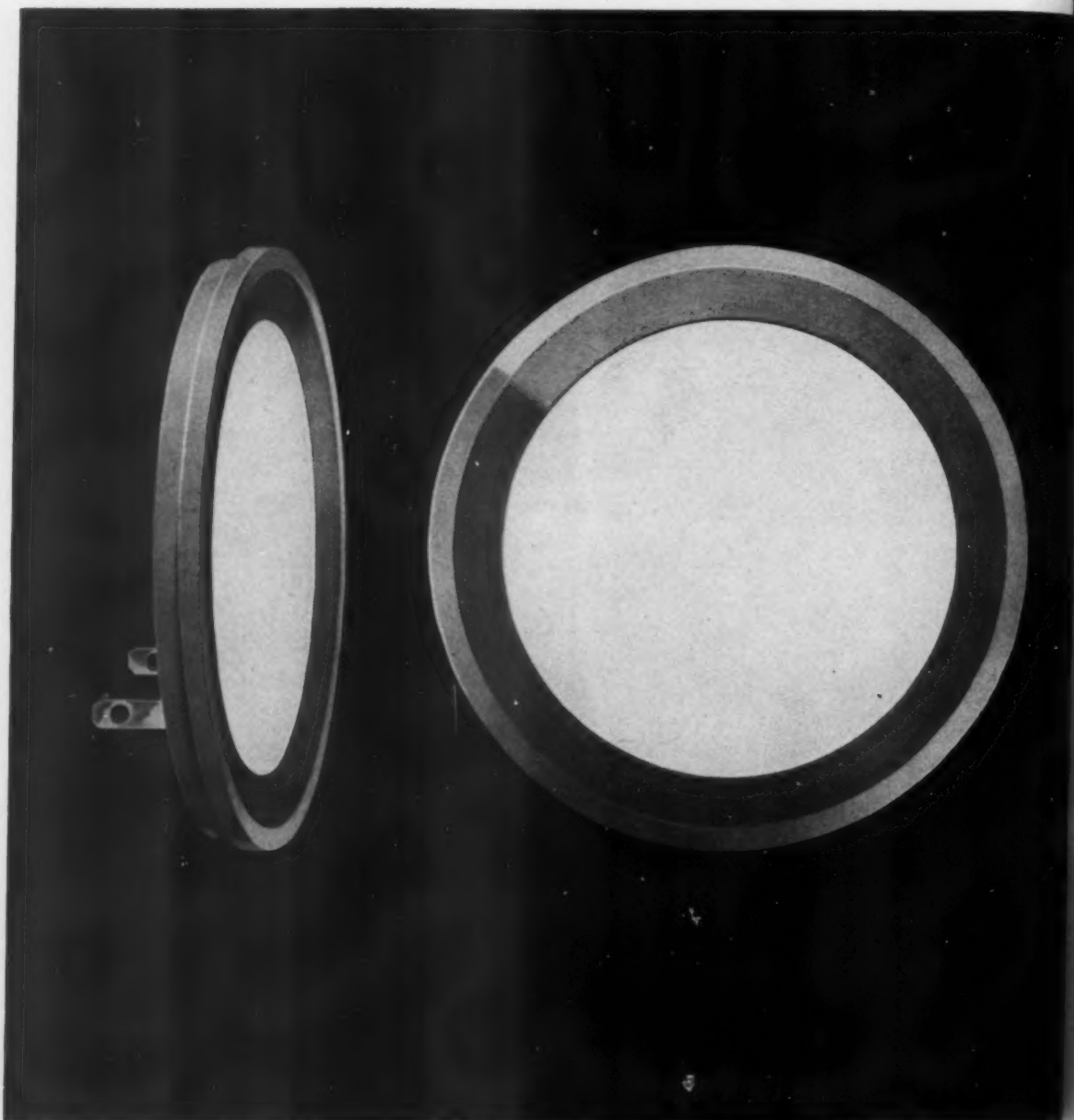
You help us to be helpful: a 250-member National Panel of Media Buyers, sponsored by SRDS, is in full-scale operation directed by Phil Wenig, SRDS Research Director. Composite experience and skill of the panel is now at work answering a mail questionnaire that will point the way to making SRDS services more helpful to you.

More to come, next month, from

SRDS



One Sylvania ad. ...One Million



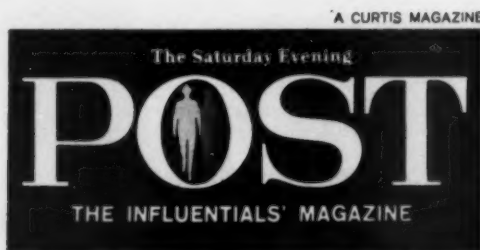
● The Panelescent® Nite-Lite shown above is a new kind of light (electroluminescent) that lasts for years . . . operates twenty-four hours a day for less than a penny a year . . . has 1,001 industrial and consumer uses . . . a true "area" source of light without bulb, tube, filament, or cathode — just a flat steel-ceramic plate *whose entire surface luminesces*

One time in the Post 10 Dollars in sales!

Here are just a few of the sales results that occurred when Sylvania* advertised their new 98¢ PANELESCENT® Nite-Lite exclusively in The Saturday Evening Post:

- ITEM:** Sales of Panelescent units exceeded \$1,000,000.
- ITEM:** Thousands of phone calls to Sylvania branch offices — Post readers had to look up local numbers.
- ITEM:** Hundreds of letters of inquiry — 12% were from wholesalers and retailers.
- ITEM:** Sellout of F. W. Woolworth's entire trial stocks (5,000 units in each of 2 stores in New York and Chicago) the first weekend after the ad appeared in the Post. Note: On Monday, Woolworth re-ordered 15,000 more units.
- ITEM:** Jordan Marsh & Co., Boston, did not stock the 98¢ Panelescent Nite-Lites at the time ad appeared. But so many people came in to buy that the store phoned Sylvania an order for 5,000 units.
- ITEM:** Two and a half months after ad appeared in the Post, Sylvania filed building plans in Salem, Massachusetts for a new factory building "devoted to Panelescent lamp manufacturing."
- ITEM:** This single ad (a horizontal half-page spread, 4-color) has returned better than \$20 for every dollar invested in it.

Shining proof of the fact that your ad page in the Post is seen more times by larger families — families with 3, 4 or 5 persons — than in any other magazine in the Post's field!



* Lamp Division, Sylvania Electric Products,
Subsidiary of General Telephone & Electronics

Scope on People

RESEARCH-MINDED: the preliminary planning committee assigned to create a new Research Advisory Council of the Bureau of Advertising, ANPA, is shown in its first (all-day) meeting at the Bureau's New York headquarters. Left to right: John P. Kauffman, BofA sales vice president; Paul Snyder, Philadelphia *Bulletin*; Charles T. Lipscomb, Bureau president; Leo Bogart, BofA marketing and research vice president; Don Klein, Chicago *Tribune*; Fred Carrier, Detroit *Free Press*; Harry Rosten, New York *Times*; Harry Hannum, Philadelphia *Inquirer*; Eugene Dalgin, Ridder-Johns, Inc. The group discussed the functions of the Council, which will bring together research personnel from the newspaper field to counsel the Bureau on its research program.



THREE RETAILING EXECUTIVES served as judges for the Merchandising Competition of Associated Business Publications' Businesspaper Advertising Awards. From left: Seymour Simpson, S. Rosengarten & Co., New York; Graves Wagner, McCrory-McLellan Stores, New York; Al Barrett, Electric Service Co., Stamford (Conn.). Judging took place at the Ben Franklin Hall of the New York Advertising Club.



DECISION MAKING: At a recent luncheon of the Media Research Directors Association, Marvin M. Gropp, First 3 Markets Group, and president of the association, is flanked by Paul E. J. Gerhold, vice president of Foote, Cone & Belding (left), and David Wasko, vice president and media coordinator, Geyer, Morey, Madden & Ballard. Mr. Gerhold and Mr. Wasko spoke on "How Our Agency Makes Media Decisions."



BOARD CHAIRMAN Edwin Cox of Kenyon & Eckhardt (right), and Joseph P. Braun, vice president and director of media, congratulate each other on 26 years of service with the agency at K&E's recent awards dinner.

PETER G. PETERSON (right), executive vice president of Bell & Howell Co., receives the Sylvania Exceptional Merit plaque from Don G. Mitchell, president of General Telephone & Electronics Corp., and president of its subsidiary, Sylvania Products. Award was for "recognition of the sponsor's responsibility to bring important, informative programs to the American public through television in prime viewing time." Bell & Howell is co-sponsor of the documentary series, "CBS Reports."



THREE STEPS TO SHARPER BUYING OF AEROSPACE MEDIA

To concentrate your advertising dollars where they'll bring the most business, follow these three steps:

First, check the industry's procurement sequence summarized at the right. (A fuller report on these procedures, entitled "Marketing Under the Weapon System Concept" is available free from Aircraft and Missiles).

Second, analyze the available media: How many of the critical "must-sell" people does each publication reach for you? And, equally important, how much circulation must you pay for that is useless to you?

Third, get the full story on how Aircraft and Missiles beams your message right to the integrated purchase decision teams — the engineering, management, procurement and design executives whose job it is to influence or finalize purchases. This unique publication, with its editorial program and circulation emphasis on practical purchase-decision people with application-engineering articles, gives you almost exactly the coverage you need in one effective, economical advertising medium... reaching stages 2 and 3.

In addition, you can check precisely the number of Purchase Decision Influence Men for your product in A & M's audience. They're detailed in the Fosdick and National Analysts Studies now available for the following product groups:

Electronic and Electrical Equipment; Hydraulic Systems; Mechanical Components; Fuel Systems and Parts; Sub-Assemblies; Engineering Services; Ferrous Metals; Non-ferrous Metals; Plastics, Rubber, Other Non-metallic; Castings and Forgings; Tubing and Cable; Plant Equipment; Formed Parts; Small Tools & Production Supplies; Assembly and Joining Equipment; Testing & Inspection Equipment.

HOW THE INDUSTRY BUYS

stage 1 — theoretical

This is where the first glimmers of ideas for an air or space vehicle are outlined. Thousands of engineers invest their time here to develop preliminary or theoretical paper solutions. Since theoretical paper solutions only are the result, specific brands of materials, equipment, components and systems are rarely considered.

purchase-decisions are not usually made here.

stage 2 — practical

From the extensive scientific research data produced by the thousands of scientists, engineers, and technical people, come the formulas; the design guide lines for the practical designers, engineers, production engineers, and procurement people to give shape to theoretical projection. These men determine feasibility, producibility, and reliability of the "hardware" version of ideas.

this is where purchase-decisions are beginning to be made.

stage 3 — actual

Once form, shape, method, physical requirements and practicality have been decided, practical design, engineering production and procurement teams go to work building an actual prototype of the new air or space vehicle. Out of this "cut and fit stage" come specific recommendations for the purchase of materials, systems, tools, fasteners, components — all of the basics that will go into the finished vehicle.

this is where purchase-decisions are completed.

AIRCRAFT & MISSILES

THE APPLIED ENGINEERING MAGAZINE FOR THE AEROSPACE INDUSTRIES



A CHILTON PUBLICATION
Chestnut and 56th Streets
Philadelphia 39, Pa.



Thick or Thin Issues?

I WISH WE KNEW more about the effect of thickness of issue upon an advertisement's chance of being read.

Arguments on both sides make sense. A publication carries a large number of advertisements because a large number of advertisers are convinced that a large number of readers will pay attention. On the other hand, a slimmer issue gives any one advertisement a better display—more chance of being next to editorial, less chance of being lost in the advertising sections.

As for evidence, I have seen indications that extra-thick issues get extra reading (perhaps because of whatever "special" it is that makes the issue thick), and I have seen advertisement reader rating scores that average higher when the competition is less.

Publishers might be loath to reveal all they know on this subject. Proof that an advertisement does better in a thin issue would militate against special issues and might give an argument to competitors more specialized or less successful in selling space.

It is significant, though, that so many publishers have increased frequency of issue (in order, for one reason, to reduce the burden of advertising per issue), and have discovered that average advertisement reader rating scores have risen as a result.

Monthly and Weekly Issues

I stumbled at one of the inferences drawn from the Republic Steel study of ad reading revealed at NBP's Boca Raton meeting: that monthlies give an ad a better break because of their

"longer life." Inquiries were included as part of Republic's scoring system, and it turned out that monthlies produced a greater yield.

But this should not be attributed to the monthly's greater opportunity to be "looked at." News magazines (more frequently issued) will seldom match technical magazines for inquiry production. (In fact, few weeklies carry bingo cards.) IEN, NED, PD&D, and the like (which happen to be monthlies) will always lick the other publications regardless of their frequency of issue. And it often happens that copy run in weeklies will appeal less for a specific response than copy run in technical monthlies.

I dispute the contention that an advertisement in a monthly has more chance of being read than the same ad in a weekly because of the greater number of times the monthly may be picked up. Perhaps this is true in the consumer field, where magazines are often looked at idly and unsystematically, but in the business and industrial field I claim that if the reader encounters the ad *once*, that's it.

Actually, the advantage in this respect is all with the weekly. You can get four times as many opportunities to be seen as in a monthly by buying an ad in every issue.

Expensive Medicine

One thing that adds to the mail room problem which is now vexing many magazines—particularly in the aircraft-missiles-electronics field where business publications have here and there been banned because of exhaustion of mail distribution facilities—is the practice of selling circulation lists for advertiser direct

mail. Without taking sides in the matter of direct mail vs. space, I might suggest that the problem might be alleviated somewhat if the publishers withdrew from the direct mail business.

The "At Home" Vote

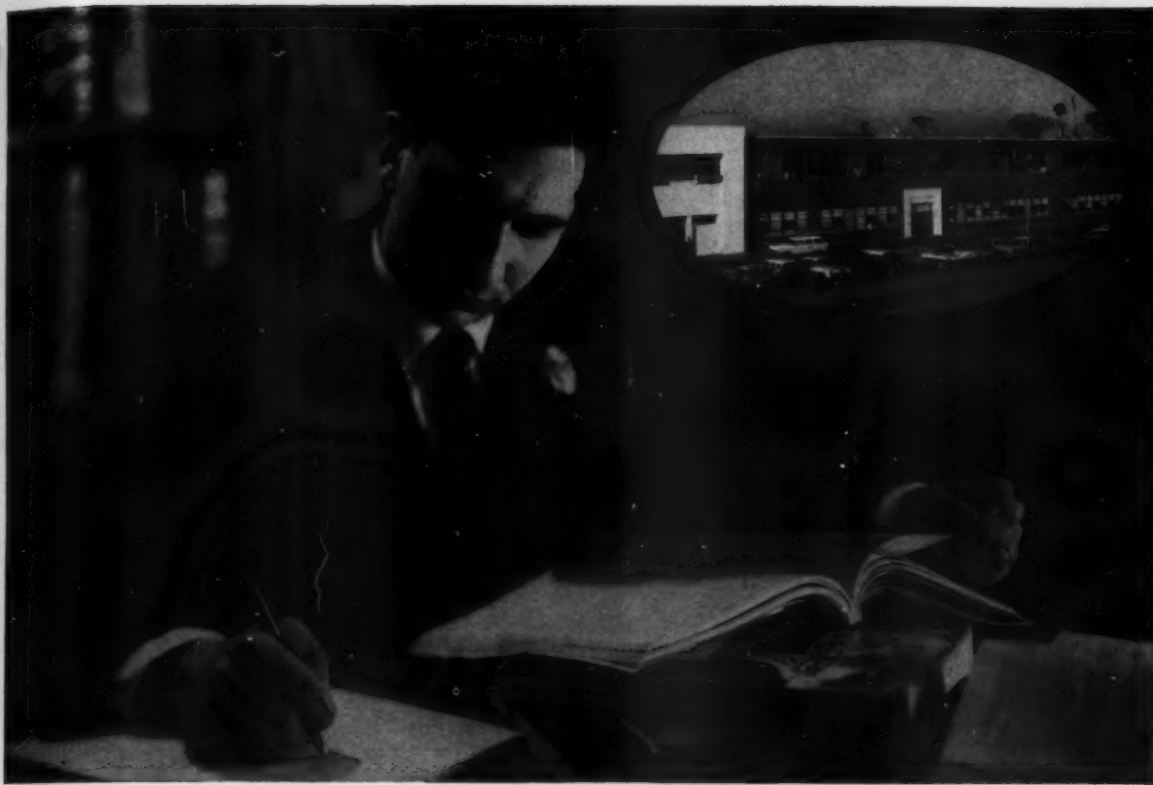
Suspicious as I am of media-preference studies, I nevertheless had to admit—when it was pointed out to me—that such competitions are won most often by magazines having a bigger share of their circulation home-delivered rather than to the plant, thus reducing their pass-along vote.

Reprehensible, Huh?

Inquiry-mad advertisers will likely be taken in by this cutie. Publisher makes up a mailing piece in which are reprinted items from previous issues offering advertisers' literature. Inquiries received by the publisher can be reported to the advertiser without reference to whether they originated in the magazine or the mailing piece.

If the publisher wants to pull a really fast one, he can use in the reprint the same key number used when the literature was offered in an ad.

Of course, if the publisher wants to be in the business of inquiry production and the manufacturer is solely interested in buying inquiries, all this is all right, I suppose. But if it should ever reach the point where the publisher uses the combined total of inquiries from ad, editorial item and direct mail piece as argument in favor of his magazine over a competitor's, I'd call it cheating, wouldn't you?



MR. JOHN KASSABIAN, Ordnance Radar Dept., Raytheon Co., Wayland Labs., Wayland, Mass.

PROCEEDINGS really takes a beating . . . FROM ITS READERS!

If you've been in many company libraries, we're sure you've seen "dog-eared" copies of *Proceedings*. It's not a case of poor paper and printing—we use the best quality—it's just an example of pass-along readership taken to extremes!

Of course, 57,334 (ABC) professionally qualified men receive individual copies of *Proceedings* at home each month, as well as 13,976 students in engineering colleges. What's the reason for this important following?

Proceedings of the IRE enlisted the aid of the John Fostick Organization to take a survey of its many readers to find out what they thought. Here are some of their reactions. "We use *Proceedings* as a reference. It's really a text. Has the largest amount in proportion of text, the highest quality text, and the largest amount of informational advertising of any book in the industry." And, of special interest to advertisers, one chief engineer said, "I've saved half-a-million dollars by buying from ads in *Proceedings*, and I've bought

a quarter of a million dollars worth of equipment from the ads."

Fact is, 100% of those interviewed said they have some purchasing responsibility! And, as a further indication of the effectiveness of using *Proceedings* to reach buying factors of electronic equipment, components and supplies, these readers expressed a 2 to 1 preference for *Proceedings* when compared with mentions of all the electronic books. (Survey available upon request—ask for it!)

Are you now reaching this important, select audience for your product? You can, you know, reach them 12 times a year in *Proceedings* for just \$8,640. (1960 rates). A similar schedule in a semi-monthly would cost \$29,087.50 . . . and in a weekly, \$46,280! Call or write today for all the facts. Find out what selling power *Proceedings* really has! Reach 61,957 (net paid circulation) top-level radio-electronics men each and every month throughout the year!

For a share
in the present, and
a stake in the future,
make your product
NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606
BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



Young Chicago loves to buy...



...the Chicago
Sun-Times

It's no secret that the young families buy more of just about everything. And now the happy word is out that you can *concentrate* on young families. Advertise in the Chicago Sun-Times—more than half its readers are men and women 35 and under!

S. R. O.

By Lionel M. Kaufman

Are we nearing the day when the print advertiser, too, will be shopping for "availabilities" in the "prime" media?



Get off that comfortable seat, gentlemen. Stop boasting in your Martinis that "we've got one thing over those TV boys. They can't add hours, the way we can add pages."

Today's burgeoning advertising volume is already causing concern in publishing circles. *Wall Street Journal* announces in print that, no matter what happens, it's not going beyond a 32-page edition. *New Yorker*, breaking through the 5,000-pages-a-year barrier, says "... we have felt obliged to set ourselves a limit of total pages for any single issue"—a limit incidentally, that closed the door on five issues last November and December.

Problem Is Widespread

Don't think the others aren't concerned, too. I know one metropolitan morning paper that ran into such a big weekday edition last year that it had to ask an evening neighbor to set its stock tables. And I'm sure *Reader's Digest*, which started with a ceiling on its ad volume (remember?) is carefully watching both readers' and advertisers' reactions to its fantastic lineage growth.

Certainly, a publisher can keep adding presses, which can keep adding pages. But our leading publishers realize it's not so simple as that. Here are a few of the problems we all must face:

The life-blood of a print medium is reader-interest. You can add more pages, but will the reader *read* more pages? Will he pay the same atten-

tion to each page, if there are more of them? There's a time limit in print, just as well as in TV—the time the reader *can* spend, and the time *he's* willing to spend, on one single issue.

I would think the seriousness of this problem increases with the frequency of issue. When *The Digest* brings out a fatter issue, that could increase the number of "reading-days"—and each issue has a possible 30 of them available. But a weekly wants to hold the reader just long enough to sell him another issue seven days later. And the daily paper must be compact enough, in size and in reading time, to play the Westchester-to-Wall St. run.

Do Fat Issues Fag Readers?

Another problem is that, even if you can get more time out of the reader, your fatter issue needs more top editorial material to sustain reader interest. They say that's causing headaches at some places.

The toughest problem, of course, is that, even the busiest media have their "rush-hour issues," and their thin issues, and it's not easy to even thin. Nobody yet has been able to convince Santa Claus to run in July—though today's winter vacations are spreading part of July's volume into December, to make things worse.

If I were a buyer of print advertising I'd certainly try to remember that, with space selling faster these days, it might be well to schedule and order ahead—and let the publishers plan ahead for you. ■



Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine surveyed.

Elks lead in income and occupational status... travel and apparel... auto and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1 men's market.

*1959 Starch Report... ask your local ELKS Representative to show you a copy.

THE ELKS MAGAZINE
New York, 386 Fourth Ave.
Chicago, 340 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

5

TIMES MORE POWER

Today, KXOA, The number 1 station in Sacramento, California's Capital, booms out with five times more power than ever before! Now the dynamic KXOA microphone brings the right combination of programming and personalities to more people in the prosperous Sacramento Valley than any other station. Rated first in both Hooper (Dec. '59-Feb. '60) and Pulse (Sept.-Oct. '59), KXOA reaches the nation's 20th ranking market (Retail Sales per Household, SRDS) with 5,000 watts... five times the power it took to be number one. And enough power to sell more goods and services for you and your clients.

NATIONAL REPRESENTATIVES: DAREN F. McCAVREN COMPANY, SOUTHERN STATES, CLARKE BROWN COMPANY. Affiliated with KAGO Klamath Falls, Oregon. Reg. Paul H. Rayner Co.

KXOA

FIRST IN SACRAMENTO, CALIFORNIA'S CAPITAL

Who Is a Time-buyer?

By Isabel Ziegler



CAN ANY INTELLIGENT person be put at a time-buyer's desk and do a good job? Unfortunately, the answer is no. The job of time-buying, of course, requires native intelligence, but above and beyond that it also requires many other attributes. In fact, a time-buyer is a "jack of all trades." The time-buyer gets involved in many projects requiring all kinds of background knowledge, and he must be equipped to deal with all kinds of people.

He must know about copy and copy restrictions, have some notion as to whether or not his client's product can be sold in 10 seconds, 20 seconds, or 60 seconds. Does the product require demonstration, or will the persuasiveness of the human voice accomplish the job? At the same time, the time-buyer must know what is involved in recommending a particular type of campaign. If the copy is live, are there any talent fees involved, not only direct ones, but indirect ones, such as SAG, AFTRA, etc.?

What Markets?

What markets should his client advertise in? A time-buyer is often involved in this area. Knowing geography is one thing, but combining it with broadcast limitations and channel proximities is quite another.

A time-buyer must have a fairly legal-type outlook on some problems. Words are contracts, but when buying a show, either network or local, the situation requires the time-buyer to be careful to incorporate all facets of the buy.

This brings up the fact that a time-buyer must know something about production. What kind of commercial is needed? Will it require two cameras, a background, setting, a director, and how much rehearsal time?

A time-buyer has to be familiar with mathematics, statistics, or what-

ever you call being able to interpret all varieties of rate cards, figure and analyze costs per thousand, find ratios of spending to all kinds of things—commercial messages, case shipments, geographical centers, etc.

Of course, many of these things can be done by specialized groups—estimators, and media research analysts, but these people must be directed intelligently and efficiently. Also, a good time-buyer with knowledge in these fields can avoid passing on lengthy jobs by answering them on the spot, or explaining why the question asked is academic and would involve only a mental exercise for persons who really don't need it anyway. Estimators and research people are usually among the busiest in any agency.

Must Be Cooperative

On top of all this we must add that a buyer must be cooperative. He can refuse mental exercises, but must pursue to the utmost some situations which might not materialize. A buyer must also instill confidence. Because a buyer's work is specialized, and also because so many buyers come in contact with people who are self-styled media experts, it is necessary for a buyer to project confidence and be firm. Of course, in doing so, the buyer must be able to substantiate his position, and earn the confidence of others through consistent proper direction.

At this point, after adding all the other qualifications, it might be unnecessary to say that a buyer should have a pleasing personality. A buyer deals with so many people—salesmen, account men, clients, estimators, research analysts, that it is important he handle all these relationships easily in order to do a good job with a minimum of stress and strain. ■

valuable viewing WGAL-TV

The strength of
this Channel 8
station as a
sales producer
is evidenced
by the fact
that its
audience is
greater than
the combined
audience*
of all other
stations in
this great

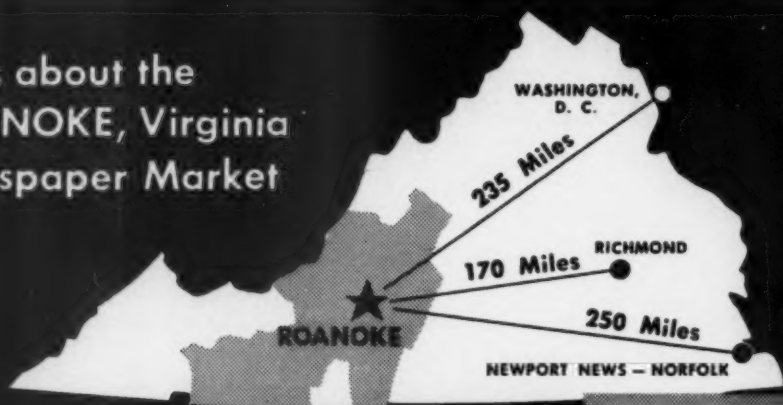
MULTI-CITY TV MARKET

*ARB and Nielsen

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.
Representative: **MEEKER**

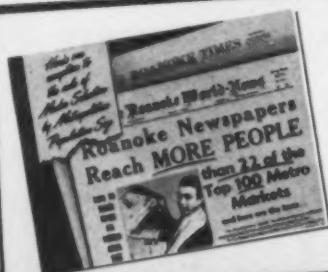
Facts about the ROANOKE, Virginia Newspaper Market



A Virginia empire—larger than 22 of the nation's top 100 markets

- Over twice as large a market as its Metro area ranking indicates
- Over $2\frac{1}{2}$ times as large a retail sales market
- Nearly 3 times as large a food market
- The Roanoke Newspapers reach virtually all regular daily and Sunday newspaper readers in 61 cities and towns in 16 primary market counties plus 9 others

Home of the New Norfolk and Western Railway



NEW 1960 Brochure Now Available

It's brand-new up to the minute. 16 pages of facts about the nearly three-quarter-billion dollar Roanoke, Va., Market. Write Sawyer-Ferguson-Walker or Arthur Wimmer, Roanoke Newspapers.

A made- to-order PROVING GROUND

FIRST:

The Roanoke market is well-isolated from competing markets. It is a nearly three-quarter billion dollar market with 596,986 people. The Roanoke Newspaper coverage is 100% in the Metropolitan area. It is 93.2% in the 61 Principal cities and towns, and 57.9% in the 16-County-plus primary market.

SECOND:

Roanoke sales, as applied to total sales, are average for the Nation.

THIRD:

Roanoke has diversified media: Newspapers, Television, Radio . . .

FOURTH:

Roanoke has a variety of industry, representative population, adequate size and distributive outlets.

FIFTH:

Many other natural attributes are outlined in the NEW Brochure which is available to you for the asking.

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives

SAWYER
FERGUSON
WALKER CO

Roanoke is a "Burgoyne" test city with spot color • The Daily Newspaper is the Total Selling Medium

DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



stands for—

MARKET INDEX—The factor chosen to measure relative sales opportunities in different geographic or territorial units. Any quantitative information which makes it possible to estimate this might be used as a market index.

A **GENERAL MARKET INDEX** is any factor which influences the purchase of all consumer goods. A **SPECIFIC MARKET INDEX** is a factor developed which influences the purchase of a specific product or groups of related products.

MARKET-INDEX BASE—A figure, based on a chosen criterion for the market index, which represents a company's total (100 per cent) marketing area development, used to determine the proportion or percentage due each geographic or territorial unit of the company.

MARKET, INTERNAL MOVEMENT OF—Market-by-market breakdown of shifts in brand purchasing.

MARKET OUTLINE—The measurement of the share of total purchases of a particular brand or groups of similar brands within a product category during a specific time period.

MARKET PATTERN—The pattern of a product in terms of the relation between the volume and concentration of usage either by total market or by individual market.

A **THICK MARKET PATTERN** is one in which a high portion of all people are prospects for a product. A **THIN MARKET PATTERN** is one in which a low portion of all people are prospects for a product.

MARKET POTENTIAL—That portion of a market that a company can hope to capture for its own product.

MARKET PROFILE—A description of the people or households of a product's market. It may also include information of the types and location of the retail outlets in which the product is purchased.

MARKETING RESEARCH—All research activities conducted to reduce marketing and distribution costs, increase sales, and achieve maximum profit.

MARKET SHARE—A company's share of an industry's volume.

MARKETING—The total efforts needed to convert prospective consumers into customers.

MARKETING AUDIT—An appraisal of the objectives and policies of the marketing function and the manner in which these objectives and policies are implemented.

MARKETING CONCEPT—It is the integration of all marketing and corporate functions based on the assumption that the recognition of consumer desires, habits, and

expectations by all elements in the marketing structure is the wisest way to produce maximum long-range profit.

MARKETING PLAN—A detailed statement of the methods by which a pre-determined marketing objective is to be realized.

MARKETING STRATEGY—The definition of the marketing goals to be achieved during a given period and the general moves to be made in achieving them.

MASS MEDIUM—One which is not directed toward a specific audience and which is widely accepted by all types of people.

MASTHEAD—In print media, part of a page devoted to the official heading of the publication and frequently followed by personnel or policy information. In newspapers, it is usually on the editorial page; in magazines, alongside the table of contents.

MATCHED SAMPLES—Two or more groups within one research survey, each selected to include all characteristics significant to the particular experiment.

MAT SERVICES—Subscription services which supply newspapers with pictures of merchandise, drawings, and decorations from which stereotypes can be made.

MATRIX (MAT)—A papier-mache' mold used to reproduce a printing plate in the stereotype process.

MAXIMUM RATE—1. The cost of a line of space at the highest rate based on one million circulation. 2. The highest newspaper rate.

MEAN—In statistics, the arithmetic average.

MECHANICAL—A composite of the elements of an advertisement to show their relative size and placement.

MEDIAN—The point in a series of data which divides the data into two equal halves.

MEDIUM—A unit used to convey an advertising message. The plural is **MEDIA**.

MEGALOPOLIS—Strictly speaking, a large city. Now applied to an **INTERURBIA**, a name coined by J. Walter Thompson and the School of Architecture and Design of Yale University to mean an extended market area.

MERCHANDISING—1. As an agency function, all the promotional activities that are not specifically advertising. 2. The promotion of an advertiser's advertising to his sales force, wholesalers, and dealers, and the promotion by media to the consuming public of the product advertised, by means of point-of-purchase materials, in-store retail promotions, and guarantee seals or tags backed by

(Continued on next page)



stands for—

the prestige of the medium. 3. "The planning involved in marketing the right merchandise or service at the right place, at the right time, in the right quantities, and at the right price." — American Marketing Association.

MIDDLE BREAK—Station identification near the midpoint of a program.

MID-POINT—In statistics, the point in the middle of a step. It is determined by adding one-half the step interval to the lower limit of the step.

MILLINE RATE—Among newspapers, cost computation which measures the cost per agate line per million circulation. It is determined by multiplying the given line rate by one million and dividing by the circulation.

MINIMIL RATE—In newspapers, the minimum cost of one line of advertising per million circulation at the lowest line rate available after deducting all space and frequency discounts.

MINUTE-BY-MINUTE PROFILE—In broadcast research, the number of sets tuned to a specific broadcast during each minute.

MOCK-UP—Facsimile reproductions of products or containers to be used on a telecast.

MOOD PROGRAMING—Programs of similar format consecutively broadcast. Also called **BLOCK PROGRAMING**.

MOTIVATION RESEARCH—Research involving factual techniques strongly supplemented by techniques borrowed and adapted from psychology to uncover consumer behavior motives which may be used to the best marketing advantage.

MOTIVE—The basic desire which impels an individual to pursue a specific course of action.

MIX—1. The combined choice of advertising media to be used in a campaign. 2. In a television film contract, the number of film-runs and the number of repeats to be included in it.

MR. AND MRS. SHOW—A broadcast format in which two persons, usually a married couple, deliver commercials and chat intermittently.

MULTIPLE CORRELATION—In statistics, a process which permits adventitious rather than pertinent correlative factors to be uncovered.

MULTI-STATION LINEUPS—The policy of buying more than one station in a market.

MUSICAL CLOCK—A broadcast format in which recorded popular music and the time serve as a background for numerous commercials.

NATIONAL INCOME—Total earnings of labor and property from the current production of goods and services produced by the nation's economy, including wages, proprietor's income, rental income, net interest, and corporate profits before taxes.

NEIGHBORHOOD SHOWING—In outdoor, a group of posters in a particular area in which an advertiser's product is available.

NEMO—Any broadcast which is not originated in the local studio.

NET—1. The amount of money paid to a medium by an advertising agency excluding the agency commission. 2. A network.

NET UNDUPLICATED AUDIENCE—The combined potential audience for a single issue of a group of magazines or broadcasts.

NET WEEKLY AUDIENCE—In broadcast research, the number of families tuned at least once to a program aired more than once a week.

NETWORK—1. In broadcast, a number of stations joined to broadcast programs simultaneously.

COAST-TO-COAST NETWORK—One covering all or almost all of the country. **REGIONAL NETWORK**—A group of stations within one time zone which may or may not include segments of national networks. **SPLIT NETWORK**—Individual network stations selected to implement specific marketing strategies. 2. In newspapers, a plan for a number of strategically distributed newspapers over a wide area whose space is sold on a one order, one bill basis. 3. In agencies, a group of small agencies that cooperate with one another on management problems, research, and other areas of pooled information.

NETWORK COOPERATIVE PROGRAM—A network program which allows local sponsorship.

NETWORK AFFILIATE—A broadcast station which is part of a network and therefore offers network programs.

NETWORK IDENTIFICATION—Acknowledgment of a network affiliation at the end of a network broadcast.

NETWORK OPTION TIME—Time on network affiliates for which the network has selling priority. Also called **NETWORK TIME**—Time devoted to material broadcast over the entire network.

NETWORK SALES SERVICE—The network personnel responsible for the clearing of all pricing information on programs and time availabilities.



IN FLINT

The Shortest Route between

TELLING and SELLING



is through

Flint Journal Advertising

More than 95,000 families are regular subscribers to The Flint Journal. Their Consumer Spendable Income is \$680,529,000* and they like advertising in newspapers. Establish your brand and increase its acceptance through newspaper advertising . . . there is no better way . . . and none more reasonable.

*Source: SRDS Nov. 15, 1969



THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOODward 1-0972.

A Booth Michigan Newspaper

Ladies' Home Journal. A telephone survey by C. E. Hooper compares women's preference between women's magazines and picture magazines as a group, and, individually, between the *Ladies' Home Journal* and *Good Housekeeping*, *Life*, *Look*, and *McCall's*. An appendix gives sample distribution among age groups and marital status, number of children, income, and education of respondents, broken down by magazine.

The New York Times' weekday and Sunday distribution (ABC) is given by counties, states, towns within a 100 mile radius of N. Y. C.,



and trading areas of cities of over 100,000. "Circulation Book-1959 Edition" also lists number of cities in each state receiving the *Times*. ABC reports covered March 10 and 15, 1959.

Television Bureau of Advertising. Latest in a continuing series of brand awareness and attitude studies is a survey of men in Boston, Philadelphia, and Seattle-Tacoma, following a spot campaign for Tyrex. Some 65 per cent of viewers, and 92 per cent of "heavy viewers" recognized the word, "Tyrex," compared to 20 per cent of non-viewers. Of those who knew the name, 86 per cent of the viewers were able to tell some-

thing specific about the tire cord made by manufacturers forming the Tyrex association, compared to 74 per cent of non-viewers. Among those who had "seen or heard about Tyrex recently," 50 per cent mentioned television as the source of exposure compared to 21 per cent for magazines, 19 per cent naming newspapers, and four per cent for radio.

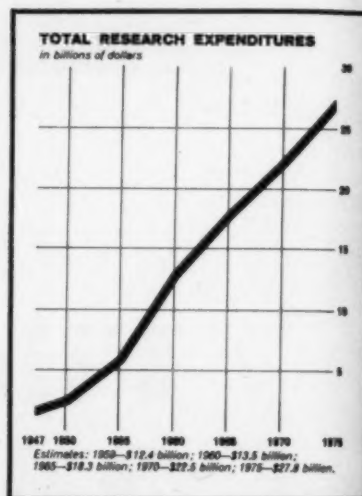
McGraw-Hill. "America's Manufacturing Plants," based on the McGraw-Hill continuing census of manufacturing, classifies U.S. plants by product, state, county, and number of employees. According to the 118 page report, 22 per cent of all U.S. plants employ 85 per cent of manufacturing personnel. These same plants account for more than 90 per cent of the nation's capital equipment investment. The five part report includes data on each of 437 industries, and a wall map of the U.S. showing concentration of plants with 100 or more employees. \$25.

Ziff-Davis Publishing Co. "Who's Who in Magazine Distribution" lists 736 wholesalers serving 119,403 "newsstands" or magazine retail outlets in the U. S. and Canada. Outlets are broken down by type and state. Largest categories are independent drug stores, of which 32,645 throughout the U. S. carry magazines, and tobacco-confectionary stores, with 16,230. The 304-page, hard-cover book also gives detailed information on the 18 U. S. national distributors and on circulation executives of 75 magazine publishing firms.

ABC Television. Results of a new survey cover increase of commercial identification and brand usage of sponsors' products among viewers of ABC's film shows, "Bourbon Street Beat," "Walt Disney Presents," and "Sugarfoot." Examples from the study include an increase from 12.4 per cent to 37.4 per cent in numbers of respondents who correctly identified Libby-Owens-Ford's "LOF" sym-

bol before and after viewing "Bourbon Street Beat." Similar results were achieved by Van Heusen Shirt's sponsorship of "Bourbon Street Beat," Canada Dry's sponsorship of "Walt Disney," and Carnation Milk's sponsorship of "Sugarfoot."

American-Marietta Co. A 15-years' forecast of the U. S. economy is presented in "The Years Ahead: 1960 to 1975." Results of the one-year's study, part of American-Marietta's continuing economic analysis, include projections indicating a



doubling of our present economy by 1975, "a nation one-third larger in customers, 50 per cent richer per customer, and with total purchasing power of families with incomes of more than \$10,000 equaling today's entire consumer market." Contributing to this growth are rapid increase in population, a new period of construction "that will dwarf the post-war building boom," and an era of "unprecedented technological progress—the greatest assault upon the unknown that society has ever undertaken."

Minneapolis Star and Tribune. "A Second Report on the Shopping Habits of Hennepin County Women" updates a survey of Minneapolis shopping first published in 1957. Re-

port covers frequency and recency of shopping, and shopping habits and opinions of three retail areas—downtown Minneapolis, “neighborhood retail concentrations,” and planned suburban shopping centers. Results include comparisons with those of the 1955 and 1957 surveys, and indicate a high degree of “shopper mobility.”

J. Walter Thompson Company. According to “The Hawaiian Market—1960,” our 50th state had a population of some 600,000 by the end of 1959, and gross annual product approaching \$1.5 billion. Primary industries are construction, sugar, pineapples, manufacturing, and tourism. The 43-page report lists annual volume of the following markets: resident consumer; tourist; military consumer; civil construction; and military construction. Other data include population breakdowns for cities, towns, and villages, discussion of climate, vegetable, mineral, and power resources, and descriptions of the major industries. Total personal income had reached \$1.098 billion by 1957, representing a per capita income a shade larger than that of Idaho.

WTOP, Washington, D. C. A color film presentation, “This is Washington,” describes the ninth largest U.S. market in retail sales as “the nation’s leading depression

ownership and listening, and gives occupational breakdowns of government workers. Facts from film are available in a 25-page booklet.

The American Weekly. “The American Weekly Family” includes breakdowns of its 10 million family audience by occupation, income, education, marital status, age, and metropolitan concentration, as well as ownership of homes, cars, and insurance, and expenditures for appliances, food, clothing, and recreation.

Nation’s Business. “A Survey of Buying Plans Among Leading Bottlers” covers purchase of everything from buildings to group insurance. Some 71 per cent of replying bottlers claim market areas between 1,000 and 25,000 square miles, and 58 per cent service between 1,000 and 5,000 outlets. Seventy per cent own their own buildings and 88 per cent own their own trucks. Study also covers truck makes, brand specifying for maintenance items, purchase of 37 categories of office and plant equipment, and expenditures for such items as contract plant maintenance and employee uniforms.

Television Advertising Representatives, Inc. A five-market study of public awareness and interest in compact cars indicates that 32 per

cent of car owners are potential buyers of the new small cars. Other results reported in “Impact of the Compact” show that only 17 per cent of respondents could name all five U.S.-made compacts, while 38 per cent were unable to recall even three



makes. Although Falcon and Corvair were the best known, Rambler was the choice of 21 per cent of prospective buyers, followed by Falcon, Corvair, Valiant, and Lark, in that order. More than 13 per cent of the prospects would consider a foreign make first. A breakdown of results shows variations in interest.

(Continued on next page)



proof market,” due to its many government workers. The capital’s average family spends \$447 per year above the U.S. average, and three out of five Washington families are suburbanites. Film also reports radio

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): _____

Your Name: _____

Company: _____

Address: _____

5

MEDIA AND MARKET STUDIES

(Continued from previous page)

There's no need to explain your decision

HOSPITALS
delivers
verified
leadership

The lead is

18%

In Average
Total Paid
Circulation
over journal
No. 2

and 30%
over journal No. 3

HOSPITALS, J.A.H.A.* 19,102
Journal No. 2* 16,152
Journal No. 3* 14,673

*Source: ABC Publishers Statement
for 6 months ending 12/31/59.

The lead is

26%

In U.S.
Circulation
your primary
market over
journal
No. 2

and
34%
over
journal
No. 3

HOSPITALS, J.A.H.A.* 17,620
Journal No. 2* 13,963
Journal No. 3* 13,140

*Source: ABC Publishers Statement
for 6 months ending 12/31/59.

The lead is

46%

over journal
No. 2 in
Editorial Pages
Covering
Developments in
the Hospital
Field

and 64%
over journal No. 3

HOSPITALS, J.A.H.A.* 1,469 pages
Journal No. 2* 999 pages
Journal No. 3* 889 pages

Source: Count of editorial
pages published during 1959.

HOSPITALS,
Journal of the
American Hospital Association
840 North Lake Shore Drive
Chicago 11, Illinois

Please send Comparative Report
on Hospital Publications

Name _____ Title _____
Company _____
Principal Product _____
Street _____
City _____ State _____

Good Housekeeping's "Photography Report" shows 95 per cent of its consumer panel owning at least one camera. Some 68 per cent own adjustable cameras, 53 per cent own box cameras, 28 per cent own movie cameras, and 55 per cent took pictures "during the last month." Drug stores are the major source for film and flashbulbs. Report also discusses occasions for taking pictures, film brands used, and whether photography is done in color or black and white, and whether shot indoors or outdoors. Another report, on circulation of the February 1959 issue, lists circulation by geographic area, state, county, cities of more than 2,500, population groups, top 100 metropolitan areas, Nielsen territories, Hearst trading areas, Canadian provinces and cities, U. S. possessions, and foreign countries.

O. S. Tyson and Co., Inc. presents evidence that automation is making inroads into the last bastion of "belly-to-belly selling"—industrial marketing. "The Changing Role of Industrial Advertising" shows volume of business paper advertising climbing faster than output of producers' durable equipment. Reasons are rising cost of personal selling and the increase of "purchasing decisions made by committee." Way out, says Tyson, is effective use of advertising, publicity, and audio-visual tools to relieve salesmen of "chores that aren't really selling." Examples are providing prospects with technical information that eats up sales call time, and eliminating unproductive calls on inquirers who can't use the product. Thus, industrial advertising's new role is no longer to produce a maximum number of leads, but to reduce unproductive calls.

The Roanoke Times and World-News. Of 80 agency media directors replying to a survey on trade advertising effectiveness, 37 per cent called the publisher's advertisements on the inequities of metropolitan area ranking "strong." Another 54 per cent rated them "fair." Survey also questioned noting of advertisements and effectiveness of headlines.

Avery-Knodel, Inc. A region-by-region report, covering 25 markets, lists supermarkets and drug chain outlets in each, gives open nights in each market, and tells which week-days and nights show heaviest shopping volume. "Your Best Days and Nights for Grocery and Drug Spots on TV" also gives data on non-food and non-drug items stocked by local supers and druggists, home ownership, and hours of shift-changing in local industry.

Holiday, Time, European Travel Commission. According to the 69-page "Motivations Related to Pleasure Travel in Europe," people take the grand tour for two reasons: pleasure, and the "social" advantages of describing the trip to others. One of every 50 adults in the \$10,000 to \$15,000 income group makes the trip, and 10 per cent of the \$15,000- and up group go each year. Both travelers and non-travelers were interviewed to find incentives and deterrents to European travel.

Triangle Publications, Inc. Horseracing again drew larger crowds (55,883,492) in 1959 than any other spectator sport. The "1959 Survey on Sports Attendance" puts baseball next, with 31,733,098 fans in 1959, followed by football, attracting a total of 22,813,298. Racing fans are classified by age, occupation, habits, and ownership of various items. Racing attendance is given by state.

U.S. News & World Report. According to a survey of U.S. car owning families, those with incomes above \$5,000 account for 79 per cent of vacationing families using planes, trains, and ships, 86 per cent of hi-fi and stereo owners, and 91 per cent of buyers of corporate stock. Other markets studied include cars, tires, oil products, alcoholic beverages, life insurance, luggage, appliances, home improvements, photographic equipment, and tape recorders. Business markets include company vehicles, group insurance, mutual funds, business travel, and car rental. Also measured are family demographic characteristics and readership of various magazines.

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cope, May 1961



**First jet-powered
service to Chicago**

Capital Airlines
7 originating non-stops daily!

General Outdoor

General Outdoor Non-Stop Advertising tells Twin-Cities how to get to Chicago Fast!

When Capital Airlines launched its new Twin-Cities travel route to Chicago, every Twin-Citizen of Minneapolis-St. Paul knew it. They couldn't turn a corner without seeing the news flashed across a General Outdoor panel—the first time outdoor has been part of Capital's new route announcement team along with radio and newspaper.

Thanks to GOA impact—this story was really put across to two cities! The results? They're impres-

sive! Within a week after the new flights were launched, load factors rated "a success." And traffic kept right on growing. Capital gives a substantial part of the credit to its super-saturation showing on outdoor—jet powered selling GOA-style!

The Capital Airlines story is just another example proving that in one market or in many markets, General Outdoor Advertising is a primary medium.



Covers 1800 Leading Cities
and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

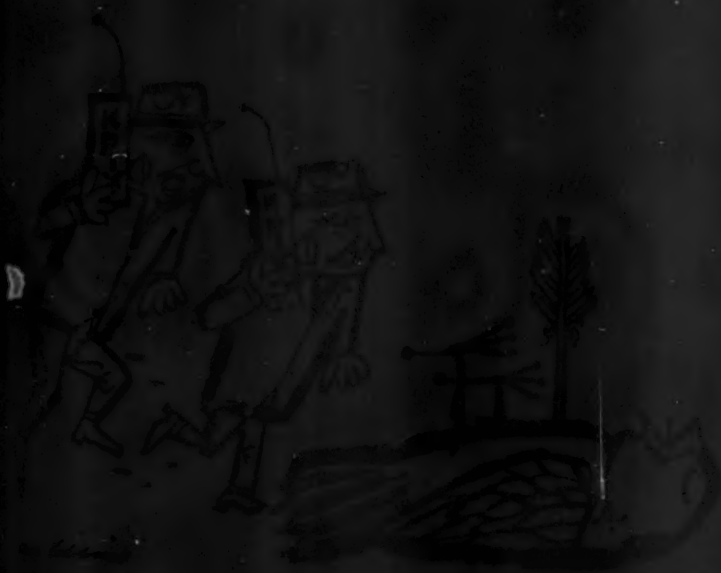
TRENDS IN NATIONAL NEWSPAPER ADVERTISING

MARCH and FIRST THREE MONTHS 1960 vs 1959

	MARCH 1960 vs 1959		FIRST THREE MONTHS 1960 vs 1959	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	+14.3	9.1	+4.7	6.7
Foods	*	16.5	*	15.4
Baby Foods	*	0.3	*	0.4
Baking Products	*	2.4	*	1.7
Beverages	*	2.3	*	2.2
Cereals and Breakfast Foods	-11.8	0.6	+0.4	0.5
Condiments	+7.7	1.3	+6.2	1.1
Dairy Products	+13.2	2.6	-0.5	2.2
Frozen Foods	*	1.6	*	1.4
Meats and Fish	*	1.3	*	1.2
Industrial	-7.9	1.9	-15.8	2.4
Insurance	+6.8	1.8	+17.0	2.1
Medical	-11.1	2.5	-2.4	3.1
Public Utilities	+4.9	2.7	+6.6	2.6
Publishing and Media	*	8.0	*	9.7
Radio, TV and Phonographs	*	1.0	*	1.3
Sporting Goods, Cam. and Photo Suppl.	+77.4	1.1	+29.2	0.7
Tobacco	-53.8	2.6	-50.4	3.1
Toilet Requisites	-0.3	2.8	+26.9	3.1
Dentifrices	-5.3	0.3	-5.6	0.3
Men's Toiletries	*	0.5	*	0.8
Perfumes and Cosmetics	*	1.4	*	1.2
Toilet Soaps	-51.5	0.1	-51.7	0.2
Transportation	+10.4	11.9	+10.6	11.9
Airways	+17.3	8.3	+12.3	8.2
Bus Lines	+47.4	0.4	+1.8	0.3
Railroads	-12.6	0.9	-0.4	1.0
Steamships	-6.1	1.2	+4.7	1.2
Tours	+2.3	0.9	+27.6	1.0
Wearing Apparel	+5.0	1.4	+20.2	1.0
TOTAL GENERAL	-2.7	76.7	-2.4	76.7
AUTOMOTIVE				
Gasolines and Oils	-49.9	1.2	-41.5	0.9
Passenger Cars—New	+21.3	15.8	+31.2	16.6
Tires and Tubes	+26.3	1.2	+26.9	1.0
Trucks and Tractors	-10.2	0.3	-20.6	0.3
TOTAL AUTOMOTIVE	+10.3	23.3	+19.4	23.3
TOTAL GENERAL and AUTOMOTIVE	+0.1	100.0	+1.9	100.0

*New or adjusted classifications in 1960; no direct 1959 comparisons available.
Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

MOST NEWSCASTS OF ALL SAN FRANCISCO TV STATIONS



And that's not all • Only over-all rating gain scored by a San Francisco TV station in 1964
• Most total advertisers of all San Francisco TV stations • Most national advertisers of all San Francisco TV stations • Most total Gross of all San Francisco TV stations • That's why, IN SAN FRANCISCO, NO TV CAMPAIGN IS COMPLETE WITHOUT THE WBCSTATION, SAN FRANCISCO

Represented by Television Advertising Representatives, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

Media/dates

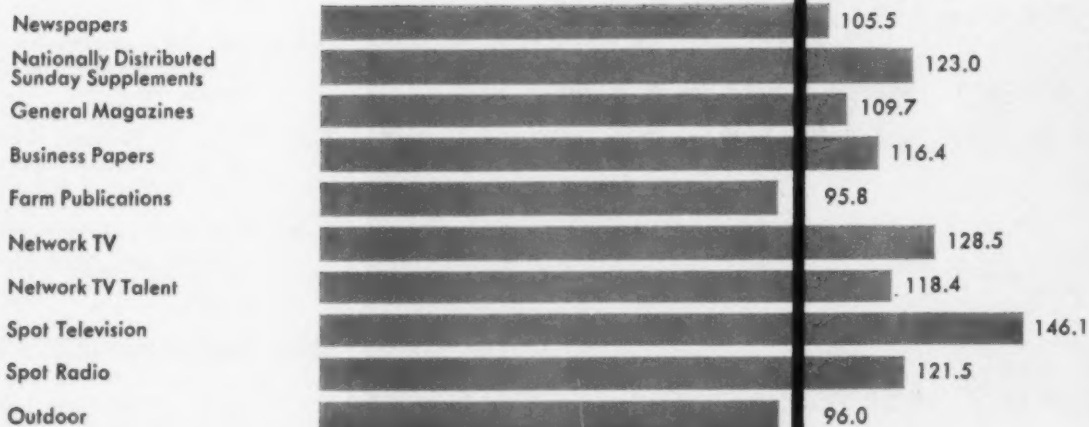
MAY

- 8-10: Magazine Publishers Assn., The Greenbrier, White Sulphur Springs, W. Va.
- 8-11: Associated Business Publications, Hot Springs, Va.
- 12-15: Advertising Federation of America, Beach Club Hotel, Fort Lauderdale, Florida.
- 13-14: Point of Purchase Advertising Institute, Mayflower Hotel, Washington, D.C.
- 14-16: Advertising Federation of America, Skyline Inn, Mt. Pocono, Pa.
- 23-25: Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.
- 26-29: Federation of Canadian Advertising and Sales Clubs, Royal Hotel, Guelph, Ontario.
- 26-31: National Federation of Advertising Agencies, North-ernaire Hotel, Three Lakes, Wisconsin.

JUNE

- 1-3: International Advertising Assn., Waldorf-Astoria, N. Y.
- 5-8: Advertising Federation of America, Hotel Astor, N. Y.
- 5-9: Assn. of Industrial Advertisers, Shoreham Hotel, Washington, D. C.
- 8-9: Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.
- 15-17: American Marketing Assn., Hotel Leamington, Minneapolis.
- 19-24: National Advertising Agency Network, Oyster Harbors Club, Osterville, Mass.
- 20-24: First Advertising Agency Group, Holiday Hotel, Dallas.
- 26-29: Advertising Assn. of the West, Hotel Del Prado, Mexico City.

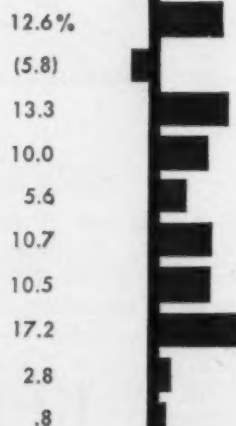
Record of National Advertising Expenditures Year 1959



	\$ Volume 1959	\$ Volume 1958
Newspapers	\$700,002,000	\$621,648,000
Nationally Distributed Sunday Supplements	91,781,000	97,401,000
General Magazines	760,630,000	671,367,000
Business Papers	517,868,000	470,600,000
Farm Publications	51,645,000	48,899,000
Network TV	627,312,000 ^R	566,590,000
Network TV Talent	354,158,000	320,451,000
Spot Television	614,636,000	524,262,000
Spot Radio	176,782,000	171,939,000
Outdoor	114,007,000 ^R	113,128,000

^R = Revised since Third Quarter 1959 Index

PER CENT CHANGE 1959-1958



Data on network radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.



“You bring in the traffic, and let me worry about sales. That’s why I want the New York News on this promotion. It’s got 2,200,000 exclusive readers—who can’t be reached through other papers. And 65% of them are better than \$5,000 a year families.”

NEW TV RESEARCH SERVICES

In addition to Television Program Analysis, recently announced by The Institute for Advertising Research (MEDIA/SCOPE, April, page 76) four more services designed to help the advertiser get the most for his television dollar are now available. Two have the same aim—to test commercials or programs in the home, under normal viewing conditions.

NTA Teletudios' Television Audience Research (TAR) operates in the New York City market now, may expand to others later. It works this way:

A commercial, or alternate versions of it, is run on WNTA-TV during one or more time segments throughout the week. A pre-selected probability sample of 200 households is called and alerted to watch the time segment as a whole rather than the test material only. Thus, even should a respondent suspect she is a guinea pig, she never knows for which part of what she sees.

Following the telecast, interviewers from the staff of Blankenship, Grueneau & Ostberg conduct personal interviews in each sample home. Reports cover *Impact Index*, or extent of memorable impression, *Responsive Factor*, likelihood of product purchase resulting from commercial, *Credibility Index*, or acceptance of claims, and *Recall* of specific elements of the tested commercial. The four factors are reported against an average score of all other commercials tested.

The technique is flexible, allowing the sample to include special population segments, gathering of pre-exposure data, or inclusion of special questions.

Another service, offered by Communications & Media Research Services, Inc., Peekskill, N. Y., tests both commercials and programs in the home, via closed circuit. Moreover, a telecast may be tested during the time period being considered, and against the same competition it would meet on the air. Present "test population" of 5,000 TV homes in eastern communities and urban centers is being expanded to an expected 100,000 homes in all major U.S. geographical areas.

Meanwhile, the pioneers in broadcast research are not treading water.

A. C. Nielsen is enlisting sample homes in 15 major Canadian markets covering 80 per cent of Canadian TV homes. This, says Nielsen, is but the first step in what should become measurement of total Canadian Viewing.

Trendex reports that it is just beginning to analyze averages by program type for each of more than 40 factors measured by its new "large dimensionalized" report. First one came out March 30.

This report, to appear in March, May, October, November, December, and January of each year, replaces the bi-monthly Trendex Advertisers' Report, concentrating release of data on every network nighttime TV show during the program renewal season.

Among the new and more significant elements reported are viewer reaction to a program or series. Trendex calls this a measure of true enthusiasm for a program, as opposed to a mere index of high viewing "by default, perhaps because the fare on other channels at the same time is of minimum interest."

Another new factor shows type of viewing household. This, in effect, shows composition of the entire household, as opposed to pure audience composition (which is reported separately).

An index of viewing frequency is also among the 40-odd elements reported. This indicates loyalty to a program, its audience turnover, etc.

Other new twists of this dimensionalized data are a breakdown of the "children" viewer classification into "teenagers" and "children under 13."

Among the added analyses that subscribers can perform with this mass of new data are cross tabulations of ability to identify a sponsor by first-time viewers, as opposed to regular viewers, or between the viewer who selected the show vs. other family members.

Sample for this report, as well as for the new rating service, to appear on the 15th of every month except July, August, and September, has been broadened to a "truly national sample" by adding five cities west of Denver to the previous 25 Trendex markets. The Trendex Pocket Piece has been dropped. ■

Media/trends

Radio may one day lose its monopoly of the outdoor broadcast audience to television. General Sarnoff's men at RCA are working on "advances in basic circuitry and miniaturization" permitting pocket size TV receivers—really portable portables.

Close on the heels of ABP's pilot study of business publication distribution and readership at Taylor Instrument Co., NBP announces formation of a special committee on in-plant distribution. Purpose is to study problems of U.S. plants which each month distribute thousands of periodicals to their personnel.

Are broadcasters actually gaining program "control"? ABC-TV says it now controls all evening programs except one. But out of the West, BBDO's Hollywood office has four clients helping to pay for pilots, and telling producers what kind of programs they want.

The N. Y. *News* is experimenting with an electric eye on one of its presses, hoping to eliminate creepage in Hi-Fi inserts. Advantage over present Hi-Fi, which comes in rolls presenting a continuous "wall paper" message, is that each insert can be registered to fit one page exactly, with no overlap.

Several European papers are using this equipment now. However, their presses are slower, and U.S. papers are thicker. The *News* often turns out signatures of 128 pages. European papers using this process generally run from 12 to 24 pages.

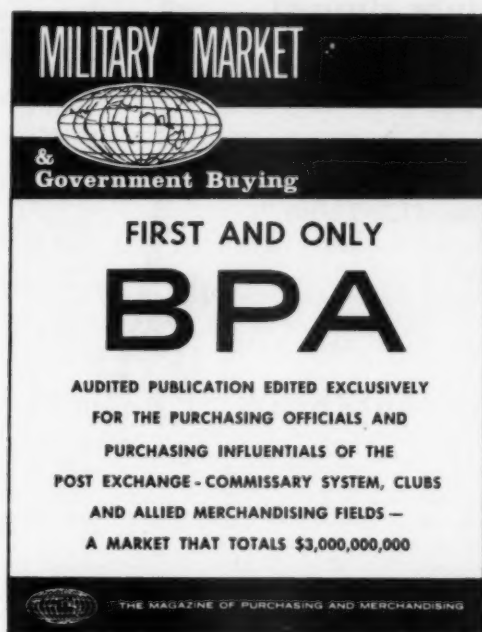
Expect more lightweight stock in publications of all types as postal rates continue to climb. Twelve-pound paper permits eight pages to the ounce, compared to five pages of the commonly used 20-pound stock, according to George McCleary of Ecusta Paper, Packaging Division, Olin Mathieson Chemical Corp.

This is no trend, but it may show how trends start. Russian editors visiting the home offices of *Sunday* claimed that, in addition to baseball, Russians also invented regional editions, have had them for years.

CLOSING JUNE 15th: FIRST ALMANAC & DIRECTORY ISSUE

THIS IS THE REFERENCE RESOURCE
OF THE PURCHASING PERSONNEL OF
THIS \$3,000,000,000 MARKET ...

IT ASSURES YOUR DISPLAY AD OF
REPEAT READERSHIP FOR A FULL
YEAR...RESERVE YOUR SPACE NOW!



Your advertising in the MM&GB ALMANAC & DIRECTORY is backed by the impact of year-long multiple exposure—and at no increase in regular display rates.

This fact-packed issue is the standard reference work of the market—and the basic advertising medium for maximum sales promotion productivity.

Only MM&GB delivers: 1. Largest circulation among buyers

for thousands of Armed Forces post exchanges, commissaries, ship's stores, restaurants, cafeterias, snack bars and clubs—and among buyers of consumer items for federal government retail outlets. 2. BPA certification (93%)—your guarantee of effective coverage. 3. Lowest cost per 1,000 readers.

Place your space where it produces results—send your order now and reserve your share of this record readership.

MOTIVATE MILITARY MILLIONS WITH BILLIONS TO SPEND!

ARMY TIMES PUBLISHING COMPANY

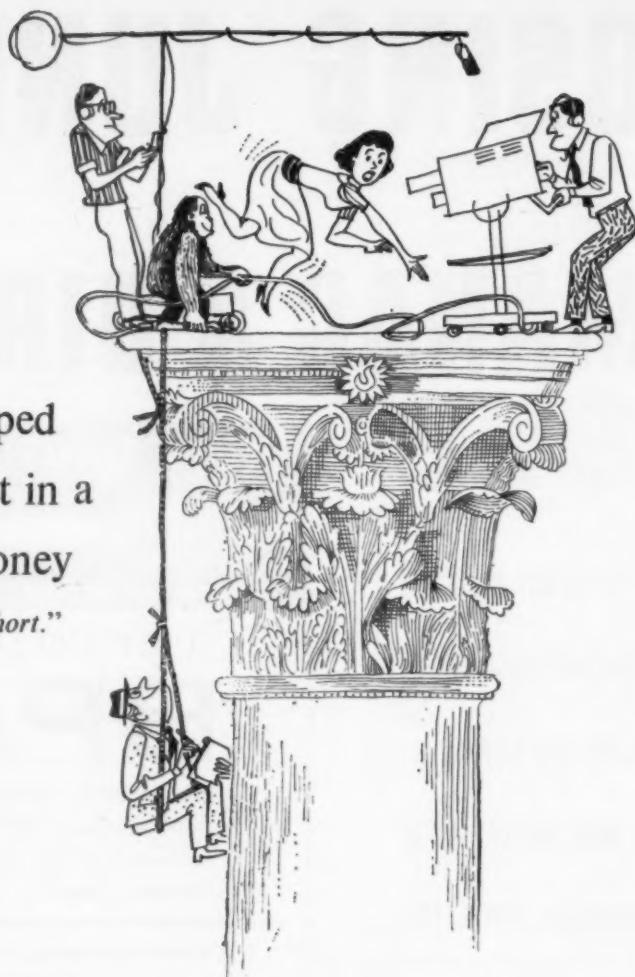
2020 M STREET, N.W. • WASHINGTON 6, D.C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

ARMY TIMES • NAVY TIMES • AIR FORCE TIMES • The AMERICAN WEEKEND
ARMY-NAVY-AIR FORCE REGISTER • MILITARY MARKET & GOVERNMENT BUYING

"The cashier slipped
and caught her foot in a
loose basket of money

... now we are \$12.60 short."



"... but it's a small price to pay for the entertainment," concludes the manager of a Fort Wayne company, in a tongue-in-cheek fan letter to Ann Colone.

The Ann Colone Show (WANE-TV, weekdays, 1 to 1:25 p.m.) includes burlesqued as well as conventional physical exercises, interviews with visiting firemen, occasional cooking sprees, and, on one memorable occasion, an unscheduled bout with a chimpanzee that tripped her on a mike cord.

"Ask stout lady giving instructions to please join in..." "My tv picture's off but I still hear sound... hope you do hair-curling part again when set's fixed..." "My specialty is spaghetti... I get the real cheese at your brother's grocery.

..." (From real, live letters; Ann's brother hasn't written, but we understand he also approves.)

The Ann Colone Show is daily confirmation of the vitality of local, live daytime tv. It takes its viewers (85% women) out of the kitchen, provides color, humor, and serious information, draws an audience double that of either of two competing network shows. It typifies the Corinthian approach to programming—that it is not enough to rely on network service, even when it is as good as CBS makes it. Corinthian stations create their own programs to meet specific regional needs and tastes. This builds audience loyalty, wins viewer respect, helps make friendly prospects for our advertisers.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA (A)

KHOU
HOUSTON

KXTV
SACRAMENTO

WANE
FORT WA

WISH
INDIANAP

WANE
FORT WA

WISH
INDIANAP

VIDEODEX NATIONAL RATING ANALYSIS

March 1-March 7—Top Five Programs Daily*

SUNDAY

Show	Rating	Network	Sponsor
1 Ed Sullivan	29.8%	CBS	Eastman Kodak
2 Jack Benny	27.9	CBS	Lever Brothers
3 Alfred Hitchcock	27.4	CBS	Bristol-Myers
4 G.E. Theatre	26.8	CBS	General Electric
5 Maverick	26.2	ABC	Kaiser

MONDAY

1 Father Knows Best	31.4%	CBS	Scott Paper
2 Danny Thomas	28.0	CBS	General Foods
3 The Texan	26.0	CBS	Pharmaceuticals
4 Playhouse 90	24.8	CBS	American Gas, Allstate Insurance, R. J. Reynolds
5 Steve Allen	23.8	NBC	Plymouth

TUESDAY

1 Red Skelton	33.4%	CBS	Pet Milk
2 Garry Moore	28.5	CBS	Kellogg, Scott Paper
3 Tightrope	25.7	CBS	Pharmaceuticals
4 Rifleman	24.4	ABC	Procter & Gamble
5 Dobie Gillis	23.1	CBS	Philip Morris

WEDNESDAY

1 Wagon Train	36.7%	NBC	Ford
2 Price Is Right	25.7	NBC	Lever Brothers
3 Perry Como	24.8	NBC	Kraft
4 Hawaiian Eye	23.6	ABC	American Chicle, Whitehall, Ritchie
5 Circle Theatre	23.1	CBS	Armstrong Cork

THURSDAY

1 The Untouchables	32.6%	ABC	Armour, Liggett & Myers, Seven-Up
2 Real McCoys	28.8	ABC	Procter & Gamble
3 Zane Grey Theatre	27.3	CBS	S. C. Johnson
4 Bat Masterson	22.7	NBC	Sealtest
5 To Tell The Truth	22.3	CBS	Carter

FRIDAY

1 77 Sunset Strip	28.2%	ABC	American Chicle, Whitehall, R. J. Reynolds, Procter & Gamble
2 Desilu Playhouse	26.8	CBS	Westinghouse
3 Walt Disney Presents	24.9	ABC	Mars, Ward Baking, Hills Brothers
4 Twilight Zone	24.3	CBS	General Foods
5 Art Carney	22.7	NBC	United Motors, A. C. Sparkplug

SATURDAY

1 Gunsmoke	35.3%	CBS	Liggett & Myers
2 Have Gun, Will Travel	34.5	CBS	Lever Brothers
3 Treasure Island	27.8	CBS	DuPont
4 Mr. Lucky	25.8	CBS	Lever Brothers
5 Lawrence Welk	23.9	ABC	Dodge

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

KOTV
TULSA (H-R)

KHOU-TV
HOUSTON (CBS-TV Spot Sales)

KXTV
SACRAMENTO (H-R)

WANE-TV
FORT WAYNE (H-R)

WISH-TV
INDIANAPOLIS (H-R)

WANE-AM
FORT WAYNE (H-R)

WISH-AM
INDIANAPOLIS (H-R)

Broad

OPERATIONS

cope, May 1960

YOU CAN COUNT ON IT!



Test programs in Columbus, Ohio (Test City, U. S. A.) can be relied upon as accurate indicators of future national results.

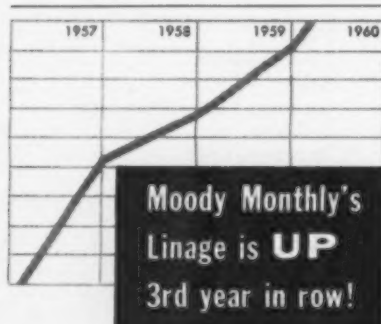
If you don't have all the facts on this remarkable test market, request your free copy of the brand-new 8-page booklet **THE FACTS ON COLUMBUS, OHIO . . . TEST CITY, U.S.A.** just published by the Dispatch.

Attractive rates for both the evening and Sunday Dispatch and the morning Citizen-Journal available.

Represented nationally by: O'Mara & Ormsbee and McAskill, Merman and Daley



THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning



...and still gaining in '60!

The big jump came in 1957—a gain of 47 pages over '56. This was followed by 14 pages in '58 (when many magazines were down). Last year, the upward trend continued with a total of 441 pages of advertising—a gain of 23 pages.

And for the first quarter of 1960, the story is the same—with gains in each of the first three months—for a total increase of more than 11 pages!

It follows, of course, that when a magazine satisfies the needs of its readers—it will produce for advertisers, too!

M/M is edited specifically for conservative Protestants... its influence reaches into approximately 100,000 homes... and its readership includes key people in more than 60,000 conservative Protestant churches—two big, important markets. Make sure M/M is on your 1960 schedule.

For further information, write
Lawrence Zeltner, Advertising Manager

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois

PROMOTIONS AND PRESENTATIONS

Esquire. Eight companies who supply "everything you need for your holiday abroad" are participating in a Spring promotion involving co-ordinated advertisements in the March, April, May, and June issues of *Esquire* and tie-in point-of-purchase displays at retail. Advertisers are Sabena Belgian Airlines, Stetson Hats, Stanley Blacker, Hartmann Luggage, American Optical Co., Mayo Spruce, RCA Victor, and Marlboro Shirts.

National Association of Transportation Advertising. Some 10,000 teaser posters on transit vehicles in 60 markets launched a campaign dramatizing results of Politz' study of outside transit exposure. Follow-ups, tailored to local market situations, utilize trade advertising, direct mail, a filmstrip presentation, and distribution of Politz' 34-page technical report.

Fortune. A new edition of "How to Build Mailing Lists" tells the industrial advertiser how to use direct mail most effectively. Among the many helpful hints in the 28-page booklet is this, on deciding which people to reach, in what firms, in what industries: Among all the job functions in any given company, "which of these are most important to you? You must judge each company separately and have your sales staff confirm your analysis."

Transportation Displays, Inc. uses one medium (direct mail) to show how another (a newspaper) uses a third (transportation displays) to "move commuters to action." Three-color folder, "How to Flag Down a Fast Moving Audience," illustrates the New York Times' suburban platform poster campaign, started in 1949.

WHIM, Providence. You'd have to hear it to believe it and enjoy it, but when the station's "corporate personality," Buckley J. Bunky, says he has "lean forward listening," he means it sounds like Olsen and Johnson's "Hellzapoppin'." Example: WHIM starts the day with garden

party music interrupted by a cavalry charge, complete with bugle and ricochets. The Bunky change of pace and commentary can make a listener follow him through the day like the Pied Piper.

Parents' eleventh annual Builders Competition aims to find the "best homes for families with children." Eligible homes must have been built and sold between June 30, 1959, and June 30, 1960. Two national and 12 regional awards are at stake, with entries selected from six regions and two price categories—below \$15,999 (exclusive of land) and between \$16,000 and \$25,000.

Good Housekeeping's November promotion with 925 National Tea Co. stores was supported by 737,963 lines of newspaper advertising and radio and TV appearances of the magazine's food and beauty editors. Some 89 products advertised in the magazine were tied in at point of sale, and average sales of National Tea outlets were exceeded by 12 percent.

Aluminum Company of America. More than 90,000 pressings of a long-play, hi-fi record, "Music from 'One Step Beyond,'" are selling well to judge by dealer demand. Record reminds listeners of the TV series, "Alcoa Presents" (source of original themes), and album cover, printed on aluminum foil, promotes sponsor's product.

The Saturday Evening Post's issue of April 23 carried a five-page spectacular for New ScotTowels, including an actual sample towel affixed to one page. ScotTowels were also featured in TV commercials on "Father Knows Best," "House Party," "December Bride," "Verdict is Yours," and "Secret Storm."

Sunset. In addition to circulation, editorial content, and advertiser acceptance, *Sunset* claims a "Fourth Dimension of a Magazine," variously described as "depth of impact," "deep reach," and "favorable staging of advertising within editorial that opens a reader's pores." A 28-minute audio-visual presentation illustrates this extra dimension, describing the magazine's editorial philosophy and coverage.

FRESHrap[®] unrolls a 6-color spectacular in the Chicago Tribune!

350 miles of waxed paper!

That's how much FRESHrap was fed through the Tribune's high speed presses on Sunday, April 24. A page-size sheet, printed in 6 colors, went into the homes of 911,000 families in Chicago and suburbs.

The largest sampling ever made of FRESHrap, this colorful promotion in the Chicago Tribune is sure to help Chicago grocers roll up more sales.

FRESHrap's exclusive use of the Tribune is added evidence that grocery product advertisers regard it as the No. 1 medium in the Chicago market. It carries more general grocery advertising than any other newspaper in the United States. It reaches hundreds of thousands more families than any other Chicago newspaper. And it sells the most goods.

Isn't that the best of reasons why you should be using the Tribune regularly in the key Chicago market?

MORE READERS...

MORE ADVERTISING...MORE RESULTS

The Tribune Gets 'Em in Chicago!

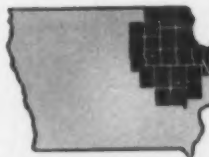


This man is "Ready-to-Buy"



Coming soon...a new way to reach
your most valuable market...
the people who are "Ready-to-Buy!"

"Business was
booming...until
they forgot that
without **THE
IOWA THREE**
you miss over
25% of the
market."



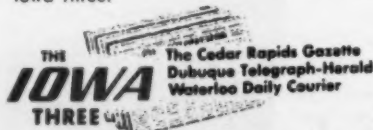
Only The
Iowa Three
Can Sell
This Quality
Quarter

THESE 22-COUNTIES
CONTAIN OVER 25% OF IOWA'S

- population
- households
- retail sales
- Consumer Spendable Income

The Iowa Three reaches 62% of the
households in the Quarter daily...
The Des Moines Register & Tribune
reaches 18%. Want more proof?
Call a rep today.

That's a fact, not a slogan! **No one**
daily newspaper can reach all of Iowa's
many markets. Iowa isn't complete with-
out the 22-county Quality Quarter — and
you can't cover the Quarter without The
Iowa Three.



Represented by: Allen-Klapp Co.
Jann & Kelley, Inc. Story, Brooks & Finley

BOOKS AND BOOKLETS:

Useful Functions Served by House Organs

EMPLOYEE PUBLICATIONS,
William C. Halley. Philadelphia:
Chilton Co., 1959, pp. x-139.
\$5.00.

Generally speaking, the company house organ is not often recognized as a medium which competes with magazines or television as a vehicle of persuasion. But in Charles Halley's comprehensive manual, the employee publication is (or should be) just that: an important tool for the attainment of corporate objectives through communication.

The point is made explicit in Mr. Halley's preface. He declares that company publications of this kind represent a per-issue circulation six times larger than U. S. daily newspaper coverage, and 11 times larger than the combined circulations of *Life*, *Look*, *Reader's Digest*, *Saturday Evening Post*, and *Time*.

Mr. Halley's position is basically that of the DuPont Company, which operates one of the country's largest and most successful employee publication programs. Mr. Halley is manager of DuPont's Plant Publication Service, a branch of the public relations department responsible for publishing and coordinating some 40 plant publications in 21 plants, which add up to 800 issues a year.

Should Not Be Innocuous

Mr. Halley believes that, far from being innocuous, employee publications should undertake to impart management's point of view on a variety of serious issues, ranging from building the individual's pride in the organization to enlisting his aid in improving the organization's efficiency.

The book is written for management, not for editors. Therefore, the discussion—and a very thorough one—concerns itself with shaping the goals of a house organ, and the policy considerations in realizing these goals. Of especial value is a portfolio of published articles, each demonstrating one company objective or theme.

Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

March 1959 to March 1960



Business Publications

In the past 12-months' statistical period, March 1959-March 1960, space costs rose by 5.5 per cent. For each \$100 spent a year ago, the advertisers in March 1960 had to spend \$105.50. During this period circulation increased by 2.6 per cent, and the cost-per-thousand increase was 2.9 per cent.



Consumer Magazines

To duplicate the advertising campaign schedule of March 1959, in March 1960, it cost the advertiser \$107.86 for each \$100 previously allocated for space. Circulation rose 3.8 per cent, and cost-per-thousand rose 3.9 per cent during the 12-months' period.



Daily Newspapers

During March 1960 the cost of national display newspaper rates of daily newspapers was 2.3 per cent higher than during the same month a year ago. Circulation increased by 2/3 of one per cent. The cost-per-million rose by 1.6 per cent during this period.



Spot Radio

The advertiser in March 1960 had to increase his time costs by approximately 2.9 per cent in order to repeat the same spot radio schedule of March 1959. During the same period of 1958-1959, time costs increased by 1.8 per cent.



Spot Television

Since March 1959, spot television time rates have increased by 12.7 per cent. In the period of March 1958-March 1959, time rates had increased by 6.5 per cent.

Note: in all meters \$100 = unit cost for March 1959

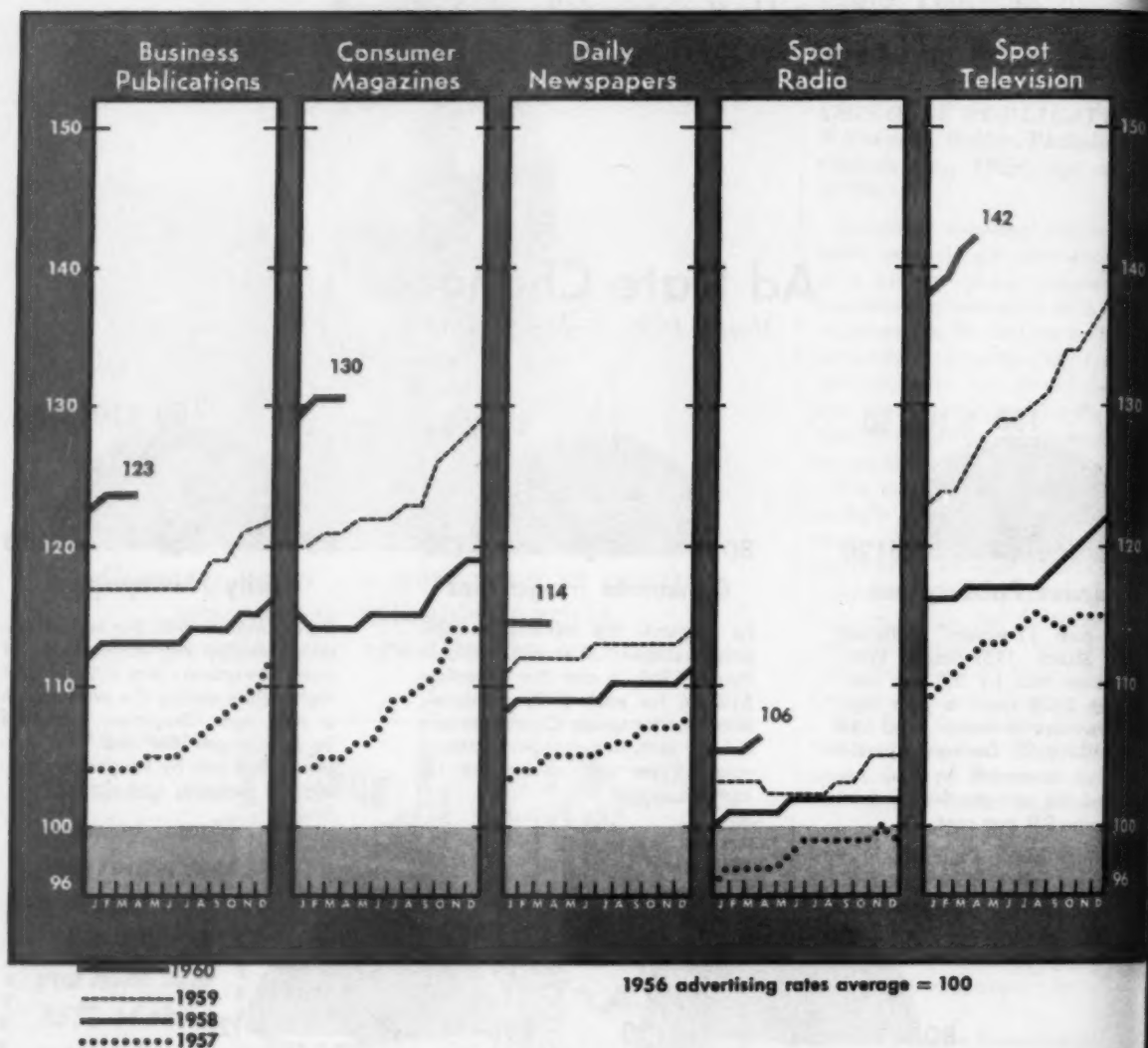
Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Media/scope, May 1960

Ad Rate Indexes:

Long-term Trends



Business Publications

During the time from the base period to March 1960 space rates have increased by 23 per cent. During the same period circulation increased by 12.4 per cent and cost-per-thousand rose by 9.5 per cent. Space costs in March 1958 were 16.6 per cent higher than during the base period.

Consumer Magazines

In March 1959 space costs were 21 per cent above those in the base period. In March 1960, the costs were 30 per cent above the base period. Circulation increased 13 per cent and cost-per-thousand increased 15 per cent, during the same period.

Daily Newspapers

By March 1960 daily newspaper national display rates

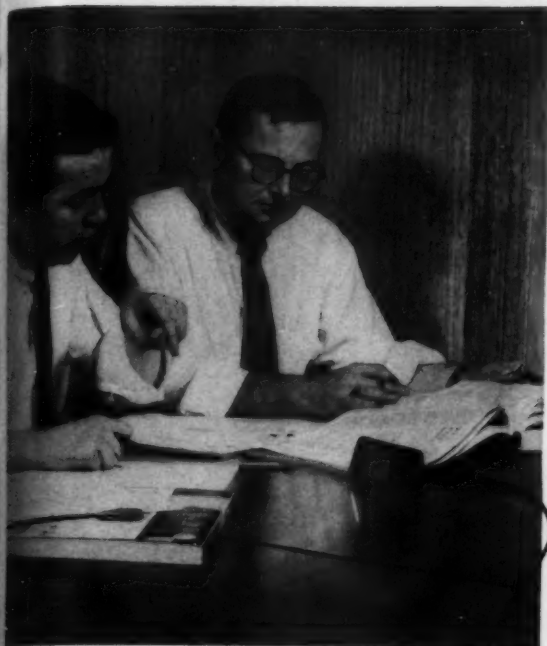
were 14 per cent above the 1956 base period. During this period circulation gained 6/10 of one per cent, and the cost-per-million increased 14 per cent. In March 1958 the space costs were 12 per cent above the base period.

Spot Radio

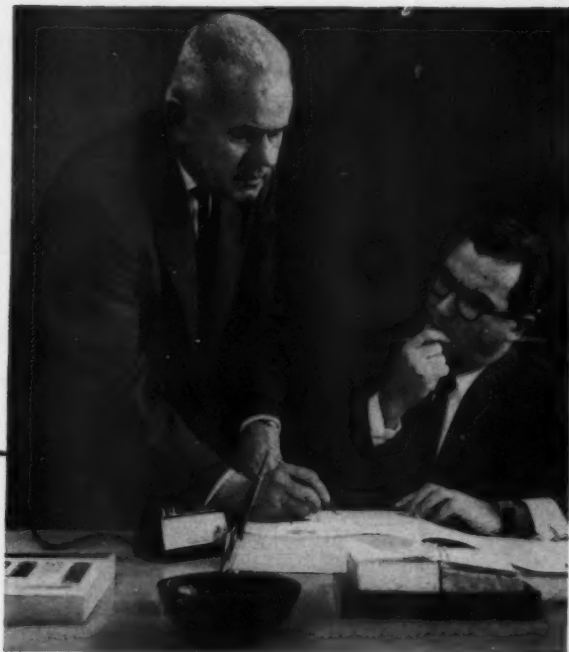
Spot radio time rates in March 1960 were 6 per cent higher than during the base period. For comparative purposes in March 1959 they were 3 per cent higher than the base. In March 1958 they were 1 per cent higher.

Spot Television

Spot television rates continued their upward movement. In March 1960 they were 42 per cent higher than during the base period. In March 1959 they were 26 per cent higher than the base period and during March 1958 they were 18 per cent above the base period.



Doyle Dane Bernbach executives hold a cross-country phone conference on urgent media problem. At the New York office (left) — Walter Sullivan, Media Group Supervisor and Al Petcavage, Media Director. At the Los Angeles end (below) — Monty McKinney, Vice President and Account Supervisor and Ted Factor, Vice President in Charge of Los Angeles office.



SUDDENLY IT'S SPRUNG!

...a sudden new product announcement calls for competent media information ... now!

All agencies have emergencies sprung on them. Happens every day. And *always* time is short.

No time to caucus out-of-town personnel. So they get on the phone for a cross-country conference. No time now to call in all the reps; assemble all the comparative media/market data. So they open SRDS... work up a schedule from the listings and the supplementary information they find there in Service-Ads.

At a time like this will the bare bones of your media

With a competent Service-Ad in SRDS

YOU ARE THERE selling by helping people buy

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function
C. Laury Botthof, President and Publisher

5201 Old Orchard Road, Skokie, Ill., Orchard 5-8500

Sales Offices — Skokie, New York, Los Angeles, Atlanta

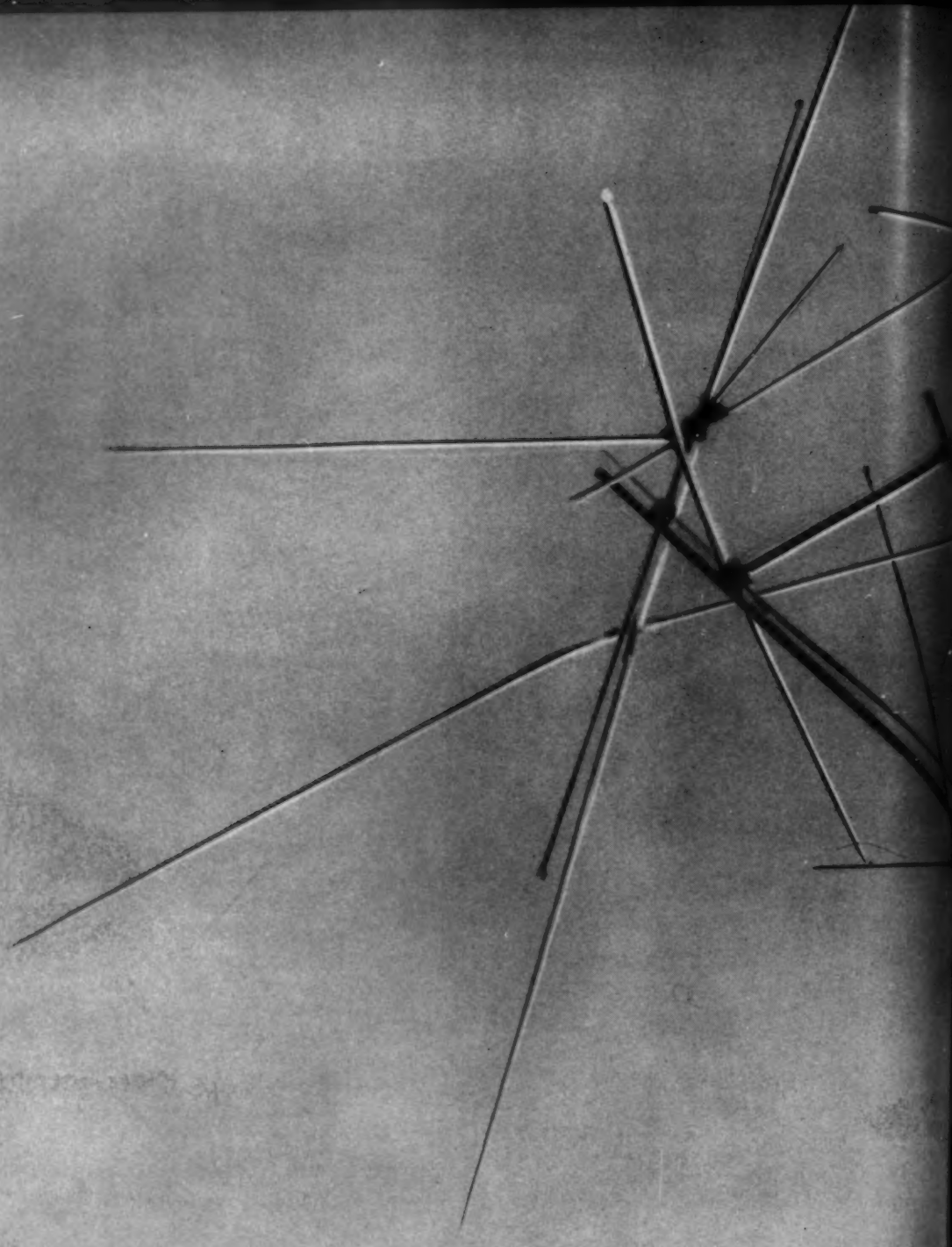
Media/week, May 1960

listing combat competitive claims? Hardly. This is the time for *competent* information about your medium, instantly accessible in SRDS. The more information ... the more reasons for buying you put before buyers *at these decisive moments...* the more likely you'll make the list, high up. Are you making the most of this opportunity—with man-sized Service-Ads in SRDS that give enough information to do your medium justice?

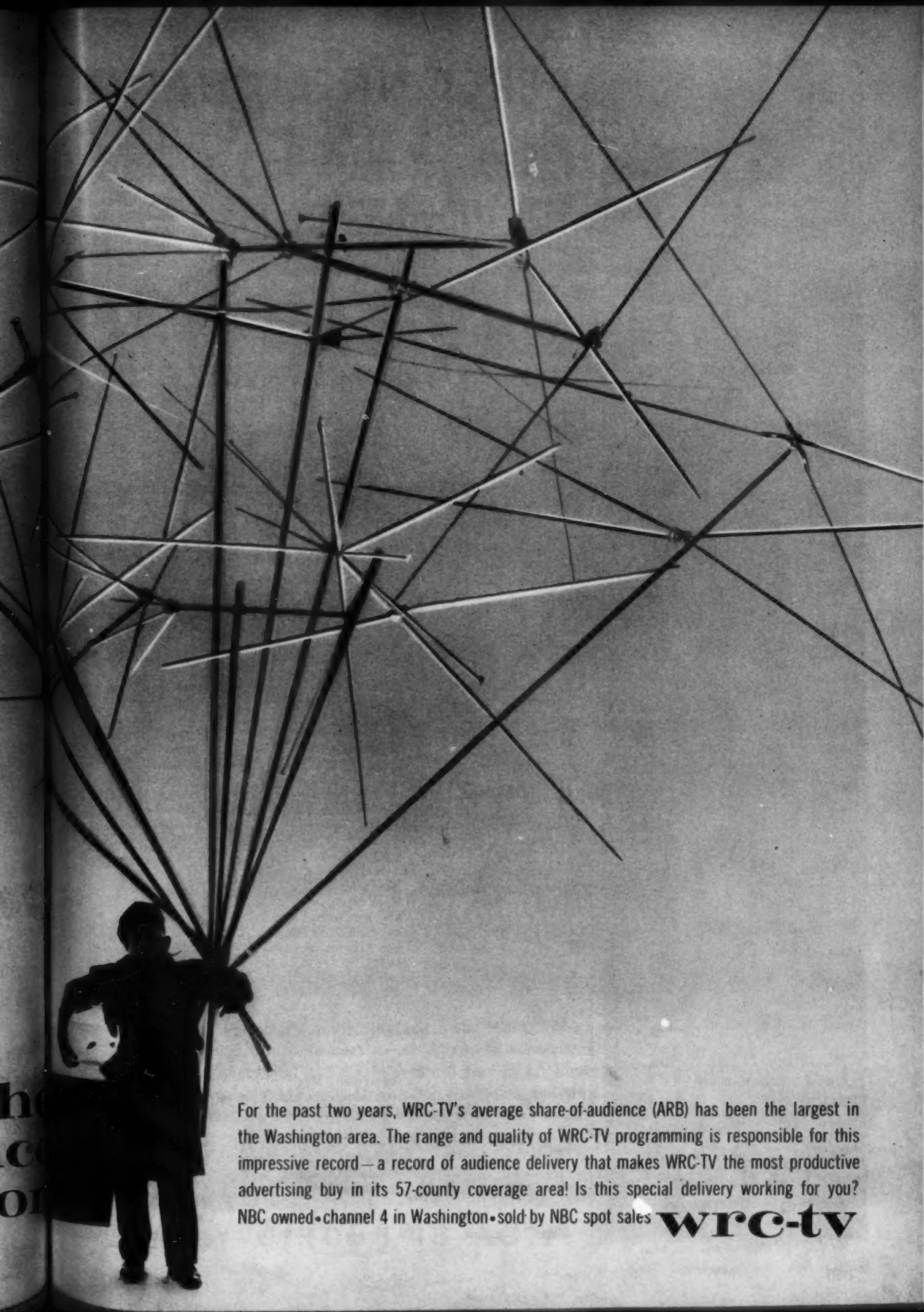
Your general promotion and your representatives have made impressions on some of these agency men in the past, as they will in the future...

but who is selling them now?





**delivers the
largest audience
in Washington**



For the past two years, WRC-TV's average share-of-audience (ARB) has been the largest in the Washington area. The range and quality of WRC-TV programming is responsible for this impressive record—a record of audience delivery that makes WRC-TV the most productive advertising buy in its 57-county coverage area! Is this special delivery working for you? NBC owned • channel 4 in Washington • sold by NBC spot sales

wrc-tv



New York Office: 45 West 45th Street

PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
Agencies		
Richard C. Christian	Marsteller, Rickard, Gebhardt and Reed, Inc., Exec. V.P., Gen. Mgr., Chicago.	Marsteller, Rickard, Gebhardt and Reed, Inc., President
Alfred K. Eddy	Leo Burnett Co., Chicago, Senior Time Buyer	Leo Burnett Co., N.Y., Assoc. Media Group Supervisor
Robert Engelke	Ted Bates & Co., Inc., Media Supervisor	Ted Bates & Co., Inc., Ass't. V.P., Media Supv.
Rafe Engle	Procter & Gamble, Mgr., Media Programming	J. Walter Thompson, Toronto, Media Dir.
George F. Haller	J. Walter Thompson Co., Chicago, Assoc. Media Dir.	Rose-Martin, N.Y., Assoc. Media Dir.
Robert C. Hood	Campbell-Mithun, Inc., Minneapolis, Media Planner	Campbell-Mithun, Inc., Minneapolis, Assoc. Media Dir.
Alan Hornell	Benton & Bowles, Inc., Media Buyer	Benton & Bowles, Inc., Asst. Media Dir.
Jacqueline Hunt	Doherty, Clifford, Steers, & Shenfield, Inc., Space Buyer	Sudler & Hennessey, Inc., Media Director
Louis J. Kennedy	Kenyon & Eckhardt, Inc., Broadcast Supervisor	Kenyon & Eckhardt, Inc., Media Supervisor
George F. Kleitz	Needham, Louis & Brorby, Chicago, Media Group Supv.	Cunningham & Walsh, Chicago, Media Director
Florence E. Lerman	Willard B. Golovin Corp., Space Buyer	Chester Gore Co., Inc., Space Buyer
Frederick McCormack	Ketchum, MacLeod & Grove, Inc., Pittsburgh, Time Buyer	Cunningham & Walsh, Inc., Chicago, Asst. Media Dir.
H. E. McDonald	Fitzgerald Advertising Agency, New Orleans, Resch. Dir.	Fitzgerald Advertising Agency, New Orleans, V.P., Media, Resch.
Dr. Harvey Queen	Benton & Bowles, Supv., Advg. Resch.	Mogul, Williams & Saylor, Inc., Dir., Resch.
Raymond D. Reiss	MacManus, John & Adams, Inc., Bloomfield Hills, Grp. Media Dir., Automotive	MacManus, John & Adams, Inc., Bloomfield Hills, Media Dir.
Paul Roth	Benton & Bowles, Inc., Media Buyer	Benton & Bowles, Inc., Asst. Media Dir.
John Singleton	Tatham-Laird, Chicago, Grp. Media Supervisor	Tatham-Laird, Chicago, Mgr., Media Dept.
William H. Thomas	Fitzgerald Advertising Agency, New Orleans, V.P., Radio-TV	Tatham-Laird, Inc., N.Y., Dir., Radio-TV, Media
Robert F. Thompson	Campbell-Mithun, Inc., Minneapolis, Media Planner	Campbell-Mithun, Inc., Minneapolis, Assoc. Media Dir.
Ken Torgerson	Dancer-Fitzgerald-Sample, Assoc. Media Dir.	Dancer-Fitzgerald-Sample, Senior Assoc. Media Dir.
Ralph Trieger	R. Jack Scott, Inc., Chicago, Acct. Exec.	R. Jack Scott, Inc., Chicago, Dir. of Media
Gene Vaslett	Foote, Cone & Belding, Los Angeles, Mgr., Media Dept.	Foote, Cone & Belding, Los Angeles, Business Mgr., Admin. Asst. to Gen. Mgr.
Robert Zschunke	Campbell-Mithun, Media Planner	Ryan-Coleman, St. Paul, Minn., Media Director
Advertisers		
Frank Daniels	Durkee Famous Foods Div., Glidden Co., Cleveland, Advertising Mgr.	Durkee Famous Foods Div., Glidden Co., Cleveland, Mktg. Dir.
Fred J. Drewes	Kaiser Aluminum and Chemical Corp., Admin. Asst.	Kaiser Aluminum and Chemical Corp., V.P., Advg., Public Affairs
D. M. Peebles	Goodyear Tire & Rubber Co., Akron, Advg. Mgr., Foam Products, Aviation Products, Aircraft	Goodyear Tire & Rubber Co., Akron, Asst. Mgr., Media Div.
Hugh C. Ralston	Ford Motor Co., Special Advg., P.R. Consultant, Europe	Ford Motor Co., Dearborn, Mgr., TV Dept.
John C. Simmons	Dr. Pepper Co., Dallas, Advg. Mgr.	Dr. Pepper Co., Dallas, V.P., Advg.

Red Ball Advertising Manager says:

**"40% of Red Ball's top retailers
ordered our Family Circle displays"—
that's Family Circle's**

ACTIVISM!



Red Ball Footwear's Advertising and Sales Promotion Manager, R. T. Clark, writes, "Our Summerettes advertising in Family Circle is among the most successful Red Ball ever ran. It paid off in hundreds of major tie-ins. We feel that Family Circle's five million readers are our best volume market. So we are stepping up our advertising in your magazine."

The way retailers respond to Family Circle is a big part of ACTIVISM. They know that tying in with Family Circle promotions and displays builds sales. This is ACTIVISM at work. Want action? — get ACTIVISM!

FAMILY CIRCLE IS ACTIVISM



the dynamic
new concept of
total magazine
performance!



BETTER FARMING METHODS

July
1960

... sells the "CHANGE-AGENTS" of agriculture!

"Change-Agents" are people who promote and produce change. In agriculture, they activate farmers to change the way they do things and the way they think . . . they foster the use of new ideas in farming.

Beginning with the July, 1960 issue, BETTER FARMING METHODS is expanding its editorial concept to include both types of agricultural "Change-Agents" . . . the ag leaders who promote change through training and advice and the influential farmers who promote change through their successful example to friends and neighbors.

25,000

Agricultural Leaders

and

25,000

influential Farmers

The "influential farmer" portion of BFM's circulation is scientifically selected to cover the top-half agricultural income counties . . . the areas that produce 85% of the Nation's gross farm income.

Find out how "Change-Agents" can multiply your selling effort!

BETTER FARMING METHODS

BFM



Sandstone Bldg.
Mount Morris, Ill.

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Science, space, the moon, the sun, the stars...
 these are things that interest boys today, along with batting averages,
 cars, scuba diving, girls, outdoor cooking, jazz, fishing, model building,
 etcetera. The conflux occurs in the pages of BOYS' LIFE.
 That's why an overwhelming number of boys find it the magazine
 most suited to their interests. Details are in the new
Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines,
 page 19. Available on request.

BOYS' LIFE TWO MILLION net paid



SINGLE AUDIT?

WHERE DO WE STAND on a single audit, or even a single auditing organization, for business publications? There has been a considerable ferment in this general area over the last few months, and it would appear that the time is ripe for action now that some of the ideological barriers have been lowered.

The events that have taken place may be summarized as follows:

1. In June 1959, at the San Francisco convention of the NIAA, William A. Marsteller, president of Marsteller, Rickard, Gebhardt and Reed, urged a single audit of both paid and controlled circulation of business publications and the setting up of standards to insure comparability. Convinced at the time that neither the Audit Bureau of Circulations nor the Business Publications Audit would be able to resolve their differences, he stated that his only hope was a totally new business publication auditing bureau.

2. In February of this year there was a debate in New York on the subject of "Who Would Be Hurt by a Common Audit?" It was under the auspices of the New York Chapter of the Association of Industrial Advertisers, and Mr. Marsteller presided. Participants were G. C. Buzby, president of Chilton Company; Nelson Bond, president of McGraw-Hill Publishing Company; Philip H. Hubbard, president and treasurer of Reinhold Publishing Company; R. C. Jaenke, president of Penton Publishing Company; Richard Smith, president of W. R. C. Smith Publishing Company. All five were in agreement that it would be desirable to have a single auditing organization to audit the circulations of paid and controlled publications, but Mr. Bond did not agree that it would be desirable to have a single audit.

3. Subsequent to this meeting, statements were issued by the ABC, ABP, and BPA. The ABC stated that it welcomed exploratory meetings with any group in the advertising field wishing to discuss a single audit or a single auditing bureau. It suggested that advertisers or agencies, as buyers of advertising, might take the initiative in arranging such a meeting. The BPA board of directors went on record as desiring to cooperate with the ABC in development of greater comparability in the audit reports and publishers' statements of business publications. The

ABP suggested that the ABC, as the original auditing organization, is the logical body to take the initiative in helping to bring about "more comparable terms and methods in the auditing of business-papers." While lending support to requests for standardization, the ABC board also expressed the belief that "standardization of terms and methods should never lead to the 'qualitative reporting of paid circulation that could make them indistinguishable.'" The ABP statement made no mention of a single auditing organization.

4. Domestic Engineering Company on February 23 published an advertisement in which it advocated both a single organization and a single audit, and illustrated what typical headings in such an auditing statement would look like. George L. Milne, president of that company, received commendatory letters, and some which expressed doubt about the possibility of fast progress. One stated in this way: "It would take time to develop the facts and figures for a single audit, but I sincerely believe that the media buyer and advertising manager have to be educated to the value of a voluntarily paid magazine before we set our qualitative figures down against those of the mass-distributed magazines."

5. Finally, Mr. Marsteller (who has been the staunchest supporter among agency executives of the cause for a single audit) declared that he now believes the ABC and BPA can get together to talk about common breakdowns, altering the position he had taken in San Francisco.

Alan T. Wolcott, executive vice president of the ABC, stated in *MEDIA/SCOPE* in April ("How To Use ABC Business Publication Audits") that "I know of no period in recent ABC history when there has been a greater desire to resolve fundamental differences, nor when the industry atmosphere has been more conducive to their solution. This appears to be the general feeling, and C. L. Bothwell, president of Standard Rate & Data Service, says that his organization will gladly place its facilities and personnel at the disposal of the ABC or BPA or any other group in the industry who might find them useful in the resolution of these differences.

In the meantime, Mr. Marsteller has promised to contribute to the June issue of *MEDIA/SCOPE* a discussion of what he believes a single audit might look like and what a single auditing organization might be.

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Why can't adults see teenagers clearly?

Teenagers speak for themselves, their problems (and their promise) suddenly come into focus.

In May, a "Teenage Report to the Nation" in the Ladies' Home Journal reveals clearly what boys and girls across the country think about marriage, drinking, religion, cheating, good manners.

It is sober and sensitive reporting, the kind millions of women find nowhere else but in the compassionate pages of the Journal.

Many magazines get into the home, but the Ladies' Home Journal gets into the heart. And, as advertisers to women know, when the heart is open, the sale can be closed.

THE NEW YORKER creates

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"When the illustration shown below appeared as a cover on The New Yorker, I spontaneously wrote The New Yorker to say that I thought it was not only the greatest cover, but perhaps the best picture I have ever seen. It expresses the American dream."

Oscar Hammerstein II

Oscar Hammerstein II

